



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

World Wish Month 2026  
Inspiring Hope, Joy, and Lasting Impact

INTEGRATED CONTENT FEATURES: Turnkey solutions in which  
participating advertisers can be mentioned or quoted in at least one story.

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### Celebrating GivingTuesday

Tuesday, December 5, 2024

When it comes to cancer, the stakes have never been higher: precision oncology offers new hope

**ABOUT GIVINGTUESDAY**

GivingTuesday is a global day of giving that takes place on the Tuesday following Thanksgiving in the United States and Canada. It is a day when millions of people donate to their favorite charities, helping to support a wide range of social causes. GivingTuesday is a day of giving that takes place on the Tuesday following Thanksgiving in the United States and Canada. It is a day when millions of people donate to their favorite charities, helping to support a wide range of social causes.

**SUPPORT FOR HEALTHY, THRIVING AND RESILIENT FORESTS**

Increasing habitat to support biodiversity is a priority, says Forests Canada

With the growing threat of climate change, it's more important than ever to protect our forests. Forests are vital to our environment, providing us with clean air, water, and a home for many species. They also play a crucial role in regulating the climate and protecting biodiversity. Forests are a natural resource that we need to protect and sustain for future generations.

Each April, World Wish Month shines a spotlight on the life-changing difference a single wish can make for children living with serious illnesses. Culminating on **World Wish Day, April 29**, this month-long observance is a celebration of courage, compassion, and community — recognizing the people and organizations whose efforts help bring dreams to life. This special feature will share uplifting stories and explore the far-reaching impact of turning wishes into reality.

- Proposed topic highlights:**
- Hope in Action** – How a granted wish can bring strength, comfort, and joy to children facing serious health challenges.
  - Champions of Change** – Honouring the individuals, donors, and community groups who help make wishes possible.
  - Stories That Inspire** – Profiles of families and communities whose lives have been touched by a wish.
  - The Power of Community** – How grassroots initiatives and volunteer efforts fuel World Wish Month.
  - Beyond the Moment** – The lasting ripple effect of granting a wish for children, families, and communities.

**GET INVOLVED TODAY. CONTACT:**  
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Print/Digital Weekly Readers – **5,286,000**  
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
February 11	March 25	April 1
March 11	April 22	April 29