



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Navigating Credit Cards in Canada

Canadian cards, credit & rewards

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Credit cards play a central role in the financial lives of Canadians, offering convenience, credit-building, and access to rewards. This special feature will highlight how Canadians can navigate credit cards to maximize value, security, and financial confidence.

- Proposed topic highlights:**
- Rewards & Perks** – Examining the value Canadians get from travel, cashback, and points-based programs.
 - Credit & Consumer Trends** – How Canadians are using credit cards today and what that means for the future.
 - Security & Technology** – Spotlighting fraud protection, digital wallets, and fintech innovations.
 - Regulation & Responsibility** – Exploring policy changes and the role of financial literacy.
 - Comparing the Options** – A look at how Canadian consumers can choose cards that fit their lifestyles and goals.

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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+

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