



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Polytechnic solutions

Meeting Canada’s labour market demand with a skilled and ready workforce

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

Click on the report below to see a similar past feature



Polytechnic education combines theory and practice, enabling learners to use the tools and equipment required in today’s workplaces while learning directly from industry professionals. Positioning graduates for immediate and long-term success in the labour market leads to stronger outcomes for industry, communities, individuals and society as a whole. This special feature – produced in collaboration with Polytechnics Canada – highlights the role of polytechnics in addressing some of Canada’s greatest challenges and providing solutions for a more innovative, productive and globally competitive country.

**Proposed topic highlights aligned with in-demand occupational clusters:**

- Health care:** Up-to-date training for meeting the critical need for health-care professionals.
- Skilled trades:** Accelerating knowledge and skills transfer to bolster the number of skilled tradespeople urgently needed for building homes, maintaining infrastructure and meeting industry demand.
- Information and technology:** Staying ahead of emerging trends like artificial intelligence and addressing issues like lagging technology adoption and cybersecurity threats with trained professionals.
- Tourism and hospitality:** Addressing critical personnel shortages, including in areas like management and food preparation, particularly in regions that rely on tourism for economic sustainability.
- Care economy:** Meeting the critical demand for skilled care personnel, for example, in child care, social services and early education.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider



- The Globe and Mail is the #1 newspaper brand in Canada
- Reaching more senior executives, business owners and professionals
- Reaching more High-Net-Worth Investors with over \$500K in assets.

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
October 1	October 31	November 7