



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

Gold and Precious Metals

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As global markets navigate heightened geopolitical risk, shifting monetary policy, and growing questions around currency stability, gold has reasserted itself as a strategic asset rather than a short-term hedge. Record prices, sustained central bank buying, and expanding institutional participation are reshaping how investors view precious metals within diversified portfolios. This special feature will examine the forces driving demand, the outlook for prices, and the evolving role of gold and precious metals in a changing global economy.

- Proposed Topic Highlights**
- Central Bank Demand:** Reserve diversification and long-term buying trends.
  - Market Drivers:** Geopolitics, fiscal policy, and currency dynamics.
  - Institutional Allocation:** Growing participation from funds, corporates, and new entrants.
  - Price Outlook:** Forecasts, volatility, and downside risk considerations.
  - Beyond Gold:** The role of silver and other precious metals.

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- Reaching more senior executives, business owners and professionals
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Print/Digital Weekly Readers – **6,484,000**  
Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

Source: Vividata SCC Fall 2025, National, A18+

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