



## 2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

### Countdown to GivingTuesday

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

GivingTuesday, celebrated in Canada and around the world, is a day to focus attention on generosity, community, and philanthropy. As the day approaches, organizations and donors alike are preparing for one of the most active periods of giving each year. This special feature will explore how charities are building momentum ahead of GivingTuesday, the partnerships and strategies driving early engagement, and the causes capturing attention as Canadians plan their giving.

#### Proposed topic highlights -

**Giving Tuesday Momentum:** Exploring how growing public attention and participation are building momentum ahead of Giving Tuesday and encouraging early engagement.

**Causes Receiving Support:** Highlighting the social, environmental, and community initiatives attracting donor interest as Canadians consider where to direct their giving.

**Public Engagement and Awareness:** Examining how increased visibility, storytelling, and shared conversations are amplifying charitable efforts and inspiring broader participation.

**Collective Giving:** Showcasing how families, workplaces, and community networks are coming together to strengthen impact through shared and coordinated generosity.

**Donation Impact:** Stories illustrating how charitable contributions are translated into tangible outcomes, helping donors see the real-world results of their support.

**Ways to Give:** An overview of the different ways donors can participate, from one-time donations to recurring gifts, matching campaigns, and community-led initiatives.

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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+

**Sponsor Content and  
Brand Ad Booking  
Deadline**

**Material Deadline**

**Publishing Date**

October 13

November 24

December 1