



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Conscious consumption

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

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Consumer behaviour is shifting as health, sustainability and moderation increasingly influence what people choose to buy and consume. The growing interest in non-alcoholic beverages, wellness products and ethically produced goods reflects broader changes in how consumers think about wellbeing, values and long-term impact. This special feature will explore these emerging themes and the factors influencing how consumers think about wellbeing, values and long-term impact.

Proposed topic highlights include:

- Flex-drinking and non-alcoholic beverages:** How changing attitudes toward alcohol, moderation and social drinking are influencing consumption patterns.
- Sustainable and ethical goods:** Exploring how environmental responsibility, ethical sourcing and transparency are affecting purchasing decisions.
- Wellness-focused products:** Examining demand for collagen, supplements and functional products as interest in preventative health grows.
- Wellness in everyday consumption:** How health-conscious products are moving from niche categories into daily routines.
- Informed consumer decision-making:** Why evidence, education and trust are increasingly important to purchasing behaviour.

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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
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