



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Earth Day

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Earth Day holds significant importance in Canada and around the world as it serves as an opportunity to shine a spotlight on environmental sustainability issues. More than just a single day of global recognition, it provides a platform to raise awareness about the importance of environmental sustainability and shed light on the impact of dedicated advocates, organizations, and initiatives working towards reducing our environmental footprint. In Canada, Earth Day brings attention to the pressing need for conservation, protection of natural resources, and the promotion of sustainable practices. It encourages individuals and communities to take action and make positive changes to ensure a greener and more sustainable future for generations to come.

Proposed topic highlights:

ADVOCACY & IMPACT — Promoting awareness and enhancing climate literacy.

RESEARCH — Latest findings on climate change.

CONSERVATION — Leading conservation initiatives and ways to contribute.

INNOVATION — Green buildings, emissions reduction, clean energy, and beyond.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 4	April 15	April 22	March 4