



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Pride Month

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

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Pride Month in Canada, observed throughout June, is a dynamic and inclusive celebration that pays tribute to the LGBTQ+ community. It provides a valuable occasion to acknowledge and appreciate the advancements achieved in promoting LGBTQ+ rights and equality, while recognizing the ongoing challenges that persist. This special feature emphasizes the profound sense of unity, acceptance, and support fostered by Pride Month, contributing to a society where individuals can live authentically and without discrimination.

- Proposed topic highlights:**
- ADVOCACY & SUPPORT** — Organizations and initiatives promoting LGBTQ+ rights and providing support networks.
 - LEADERSHIP** — Recognizing LGBTQ+ leaders and workplaces in various fields.
 - EQUITY & INCLUSION** — Focusing on equal rights and opportunities.
 - INNOVATION** — Showcasing innovative approaches for the LGBTQ+ community.

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
April 15	May 27	June 4	April 15