



2023/2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Sustainable Forestry

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Canada's vast expanse encompasses 347 million hectares of forested land, constituting 9 percent of the global forest cover, 28 percent of the world's boreal zone, and 40 per cent of the world's forests certified as being sustainably managed. Through the utilization of practices such as selective logging, reforestation, and habitat preservation, Canada actively safeguards its biodiversity, addresses climate change, and bolsters local economies. This approach guarantees a renewable stream of forest resources, simultaneously advancing environmental preservation and economic well-being. By prioritizing sustainable forestry, Canada establishes a compelling model for responsible resource management on a global scale.

Proposed topic highlights:

- MARKET TRENDS** — outlook, changes and challenges for forest products.
- RESEARCH & ADVOCACY** — Evidence based advocacy for sustainable forest practices
- CLIMATE CHANGE & CONSERVATION** — the importance of conservation and the implications of climate challenges
- INNOVATIVE TECHNOLOGIES** — tech that can aid in monitoring and managing forests more effectively and sustainably.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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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
September 13	October 11	October 18	September 13
January 30	March 5	March 12	January 30