



2024 NATIONAL INTEGRATED CONTENT FEATURE –
DIGITAL AND NEWSPAPER

Building a Greener Future

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Real estate in Canada has had a strong and long track-record of success. Looking ahead, both large and small companies in this space are focusing on new opportunities to create value as unique financial, sustainability and social needs converge. This special feature will put a spotlight on the future of real estate and construction amidst a changing landscape, and how the industry is embracing long-term thinking rooted in fundamental trends.

Proposed topic highlights:

OUTLOOK — How the industry is responding to challenges such as interest rates, inflation and a changing geopolitical environment.

ESG — Responses to increased urgency for sustainability and reducing emissions

KEY TRENDS — Outlook amongst different property types and key overall trends for 2023

TECHNOLOGY — Benefits of investing in property technology and other digital offerings

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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 7	April 18	April 25	March 7
April 18	May 29	June 5	April 18
August 9	September 27	October 4	August 9