



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# MBA difference

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Whether a business person seeks to climb to the top of the corporate ladder or set themselves apart from other entrepreneurs and consultants, an MBA can make all the difference. In this report, we look at Canada's top MBA programs, and factors that set them apart and set graduates up for success.

**Proposed topic highlights:**

**OPTIONS** – How options ranging from fast-track, full-time programs to others that allow students to study part-time offer valuable choices.

**RELEVANT** – Why topics such as sustainability, new ventures and international business are vital to a well-rounded, world-ready MBA.

**SUPPORTIVE** – How leading schools go beyond teaching to offer students mentorship, career support, networking and other ingredients for success.

**HANDS ON** – Why a combination of in-class study and practical hands-on experience is key to nurturing capable graduates.

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **6,063,000**  
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 8, 2024	February 5, 2024	February 12, 2024	October 17, 2024
March 13, 2024	April 17, 2024	April 24, 2024	March 13, 2024
July 24, 2024	September 18, 2024	September 25, 2024	July 25, 2024