



# 2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## Gold & Precious Metals

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Mining and exploration creating value for communities

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**WHY DOES THE CURRENT FOCUS ON CRITICAL MINERALS HAVE PRECIOUS METAL IMPORTANCE?**

Over the last few years, the focus on critical minerals has shifted from traditional energy sources to a broader range of materials essential for modern technology and infrastructure. Precious metals, such as gold, silver, and platinum, are increasingly being recognized as critical minerals due to their unique properties and applications in various industries, including electronics, healthcare, and aerospace.

**HOW CAN THE MINING INDUSTRY MEET THE DEMAND FOR THESE METALS?**

The mining industry is responding to the growing demand for critical minerals through several key strategies. First, there is a focus on expanding production capacity, particularly in the Americas and Africa. Second, the industry is investing in research and development to improve extraction and processing technologies, which can lead to more efficient and sustainable mining practices. Third, there is a strong emphasis on environmental and social governance (ESG) to ensure that mining operations are responsible and sustainable in the long term.

Canada has long been renowned for its significant contributions to the mining industry, particularly in the extraction of gold and other precious metals. This special feature will highlight Canada's mining industry, and how the exploration and extraction of these precious metals play a pivotal role in Canada's economic landscape, contributing significantly to the country's export revenue and employment opportunities.

### Proposed topic highlights:

- ECONOMIC IMPACT:** Examining how gold and precious metals significantly boost Canada's exports and job market.
- ENVIRONMENTAL RESPONSIBILITY:** Highlighting how the industry upholds high ethical and environmental standards.
- GLOBAL LEADERSHIP:** Investigating Canada's leading role in responsible and sustainable mining practices.
- INNOVATION:** Spotlighting ongoing tech advancements that enhance mining efficiency and responsibility.
- TRENDS:** Providing the latest insights into how Canada adapts to global shifts in gold and precious metals markets.



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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
April 26	May 31	June 7	April 26
September 6	October 18	October 25	September 6

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