



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Commitment to equity, diversity and inclusion

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

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Organizations across Canada are committed to advancing equity, diversity, and inclusion to foster a better, healthier society where no one is left behind. This special feature will spotlight instances of leadership where organizations, initiatives, and thought leaders are actively contributing to this mission by acknowledging and respecting the unique needs, perspectives, and potential of all individuals. Special emphasis will be placed on marginalized populations, including women, racialized groups, special needs individuals, and members of the LGBTQ+ community.

Proposed topic highlights:

- LEADERSHIP** — Spotlighting achievements inspiring positive change in equity, diversity, and inclusion.
- ADVOCACY** — Highlight initiatives advancing understanding and support for marginalized communities.
- IMPACT** — Exploring benefits of diverse and inclusive workplaces for organizations and society.
- STRATEGIES** — Discussing effective approaches to tackle bias and promote inclusivity.
- OUTLOOK** — Examining how Canada can better leverage its multicultural advantage through a dedicated focus on equity, diversity, and inclusion.

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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
September 4	October 2	October 9	September 4