



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Sustainable Forestry

National Forest Week

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Canada boasts approximately 362 million hectares of forested land, encompassing nearly 40% of its territory. Remarkably, Canada is also home to 40% of the world's forests are certified as sustainably managed, showcasing a commitment to responsible stewardship. Through strategic measures including selective logging, reforestation, and habitat preservation, Canada not only safeguards its rich biodiversity but also confronts climate change and bolsters local economies. This special feature, strategically timed for National Forest Week, will showcase how Canada sets an example for global resource management, highlighting the crucial intersection of environmental preservation and sustainable development.

Proposed topic highlights:

TRENDS — Market 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.

INDIGENOUS PARTNERSHIPS — traditional knowledge and stewardship practices of Indigenous peoples in forest management.

ECOSYSTEM SERVICES — Diverse benefits provided by forests beyond timber production, including watershed protection, soil stabilization, and habitat provision for wildlife.

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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
July 22	September 16	September 23	July 22