



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Construction Trades

Equipping Canadians for the future

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Canada's construction trades are the backbone of the nation's growth and prosperity, contributing significantly to the economy while shaping the communities we live in. With over 1.4 million skilled tradespeople driving infrastructure and development projects, the construction sector is a key player in Canada's future. This special feature will highlight the opportunities, challenges, and innovations within the construction trades, offering insights into a dynamic and essential industry. Strategically timed for National Skilled Trade day and National Skilled Trade and Technology Week.

**Proposed topic highlights:**

**Opportunities in Skilled Trades:** Showcasing career pathways, training programs, and demand for skilled workers.

**Sustainable Construction:** Exploring eco-friendly practices transforming the industry.

**Women in Trades:** Celebrating the contributions and achievements of women in the construction workforce.

**Technology in Construction:** Innovations such as robotics, 3D printing, and AI reshaping how projects are built.

**Economic Impact:** The role of the construction trades in driving local and national economies.

**GET INVOLVED TODAY. CONTACT:**

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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**  
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

Source: Vividata SCC Winter 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 26	April 30	May 7	March 26
September 19	October 24	October 31	September 19