



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Planning for Life's Final Arrangements

Providing Peace of Mind for You and Your Loved Ones

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

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For many Canadians, planning ahead for final arrangements is a meaningful way to ensure personal wishes are honoured, while also easing the emotional and financial burden on family members. This special feature will explore the many ways Canadians can approach end-of-life planning with dignity and practicality, creating a lasting legacy and supporting loved ones during a challenging time. Timed for National Grief and Bereavement Day

**Proposed topic highlights:**

**Personalized Services:** Options for arrangements that reflect individual values, beliefs, and traditions.

**Financial Preparation:** Steps to secure plans and reduce unexpected costs for loved ones.

**Supporting Family and Friends:** Tips for sharing final wishes and involving loved ones in planning.

**Green and Sustainable Choices:** Eco-friendly options like biodegradable materials and natural burials.

**Legacy Planning:** Ways to leave a lasting legacy through donations, memorials, or tributes.

**Navigating Grief Resources:** Finding grief support and resources for families and friends.

**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 – **5,286,000**  
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

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

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
April 21	May 26	June 2
May 12	June 16	June 23
October 7	November 11	November 18