



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Summer Sports & Adventure

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Summer in Canada is a time of breathtaking natural beauty, warm weather, and endless opportunities for outdoor fun and adventure. From the rugged peaks of the Rockies, to the serene lakes of Ontario and the picturesque coastlines of Canada's provinces, there is so much for Canadians to explore. This special feature will provide expert insights and recommendations for outdoor enthusiasts of all levels to plan their summer activities. Discover the most breathtaking bike paths, challenging hiking trails, world-class golf courses, and top-notch tennis facilities, as well as recommendations for kayaking, paddle-boarding, fishing, and leisurely boat cruises.

Proposed topic highlights:

ACTIVITIES — Hiking, biking, tennis, golfing, camping, boating and more.

DESTINATIONS — Top places to visit across Canada for outdoor enthusiasts and families.

PLANNING — Travel arrangements and top accommodation options.

FAMILY-FRIENDLY – Summer activities and attractions for kids and parents to enjoy.

SAFETY — Outdoor safety tips for enjoying summer activities in Canada's wilderness areas.



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 28	May 9	May 17	March 28

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