



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Western Schools

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Western Canada offers a wide array of options for higher education. Prominent academic institutions have garnered recognition on both national and international scales for their impactful research, innovative collaborations, and commitment to preparing the upcoming generation with the essential skills to thrive in a dynamic economy.

**Proposed topic highlights:**

**SUSTAINABILITY INITIATIVES** – Tackling critical issues such as climate change, food security, and water security.

**INCLUSIVITY AND DIVERSITY** – Campuses fostering a sense of belonging and contributing to reconciliation efforts.

**GLOBAL PARTNERSHIPS** — Collaborative efforts between institutions globally.

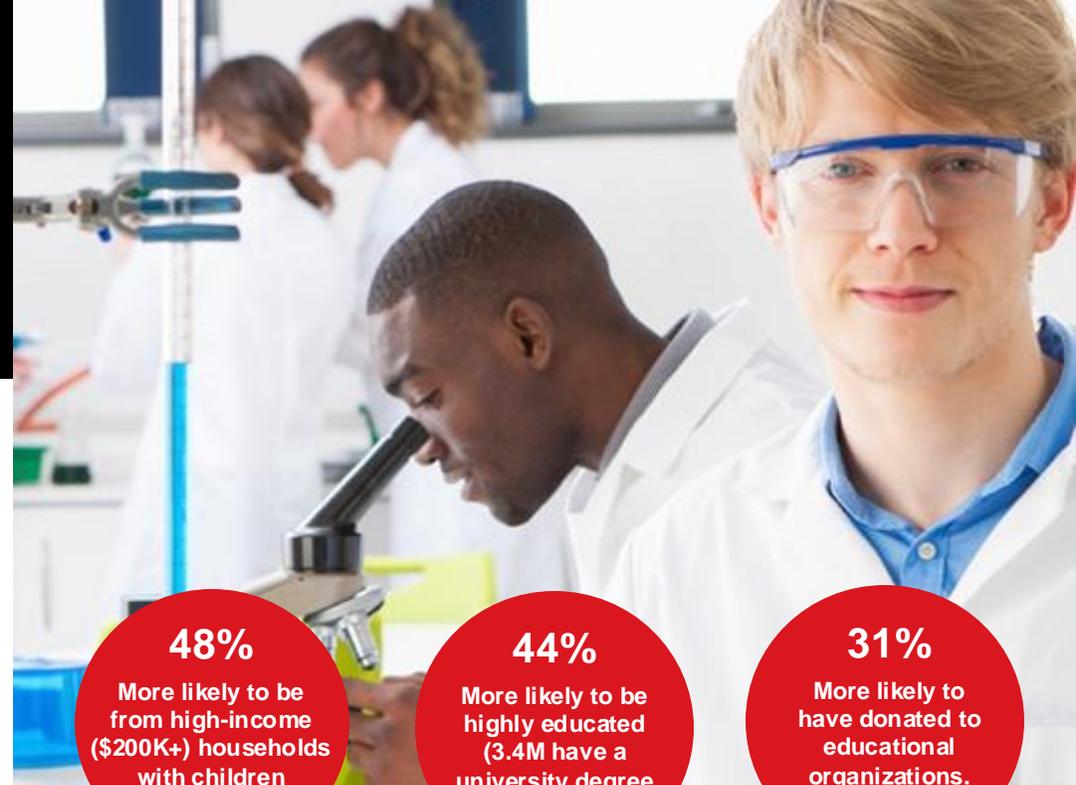
**ADVANCEMENTS IN RESEARCH AND INNOVATION** – Pioneering insights and practical applications on a global scale.

**ACADEMIC DISTINCTION** – Elevating Canada's standing and competitiveness through excellence in education.

**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 17	April 21	April 28	March 17
September 15	October 20	October 27	September 15