



2024/2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Thought leadership for tomorrow

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In today's rapidly-evolving marketplace, staying ahead means being proactive, not just reactive. By focusing on innovative research and leveraging data-driven insights, organizations are not only preparing to meet upcoming challenges but also positioning themselves to adapt strategically and efficiently. This special feature will explore how Canadian organizations are using thought leadership to impact their industries and stakeholders, inspiring others to follow their lead.

Proposed topic highlights:

- Innovation and Creativity:** Exploring breakthrough ideas, technologies, and processes that redefine industries.
- Industry Trends:** Analyzing emerging trends and predicting future directions based on current data.
- Strategic Foresight:** Offering insights for effective long-term planning and potential impacts of current decisions.
- Leadership and Management:** Providing advanced guidance on leadership styles and management practices for organizational success.
- Digital Transformation:** Discussing the comprehensive integration of digital technology across business operations.

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Print/Digital Weekly Readers – **6,063,000**
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
September 10	October 22	October 29	September 10
January 10, 2025	February 18, 2025	February 25, 2025	January 10, 2025
April 1, 2025	May 20, 2025	May 27, 2025	April 1, 2025
September 9, 2025	October 21, 2025	October 28, 2025	September 9, 2025