



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Colleges & Institutes

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

Recent past features shown below



Nearly all Canadians live near a college or institute, uniquely positioning these institutions to aid learners, communities, and industry in tackling present and future challenges. In partnership with leading experts, this special feature will highlight the role of Canadian colleges in future-proofing our country and providing accessible training for all, irrespective of background, to develop essential skills for success.

Proposed topic highlights:

CAREER-READY EDUCATION: Equipping students with the practical skills and knowledge necessary to excel in their chosen fields (ex: trades) upon graduation.

INFRASTRUCTURE AND TECHNOLOGY: Investing in infrastructure and technology to provide modern facilities and resources, enhancing the learning experience and supporting research.

INNOVATION: Fostering innovation through dynamic programs and partnerships, driving research breakthroughs and entrepreneurial endeavours that benefit society.

EQUAL ACCESS: Prioritizing equal access to education by implementing inclusive policies and support services, ensuring that all individuals have the opportunity to pursue their academic and career goals regardless of background or circumstance.

GLOBAL ENGAGEMENT: Providing international students in Canada and Canadian students abroad with high-quality, flexible education experiences that lead to meaningful employment and careers.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, A18+.

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
|---------------------------|-------------------|-----------------|----------------------------------|
| December 13 | January 31 | February 21 | December 13 |