



2024/2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Innovative Recruitment Strategies

Exploring the future of talent acquisition in Canada

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The landscape of recruitment is constantly evolving, driven by technological advancements and changing workforce dynamics. This special feature will highlight into the most innovative recruitment strategies that are redefining how companies attract, engage, and retain top talent. Staying current with recruitment trends is crucial for companies aiming to remain competitive and build a robust, dynamic workforce.

Proposed topic highlights:

- AI in Hiring:** Automating tasks, improving candidate matching, and enhancing decision-making with AI.
- Data-Driven Recruitment:** Using analytics to optimize strategies and make informed hiring decisions.
- Expert Advice:** Insights and tips from leading recruitment experts to enhance hiring strategies.
- Social Media Recruitment:** Using platforms like LinkedIn and Facebook to attract candidates and build employer brands.
- Diversity Initiatives:** Implementing strategies to build diverse and inclusive workforces.
- Remote Hiring:** Adapting processes to hire and onboard remote employees effectively.

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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, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 10	November 21	November 28, 2024	October 10
January 16	February 20	February 27	January 16
April 10	May 22	May 29	April 10
October 9	November 20	November 27	October 9