



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Maximizing the GST/HST Holiday

Smart Spending Post-Holiday Season

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The GST/HST holiday offers Canadian families and businesses a unique opportunity to maximize their budgets during the post-holiday season. This initiative, designed to alleviate financial stress, encourages consumers to invest in essentials and take advantage of January sales. For businesses, it's a chance to engage clients, offer value-driven promotions, and contribute to a robust post-holiday economy. This special feature will explore how to make the most of the GST/HST holiday which ends February 15th, providing practical advice, strategic insights, and more.

Proposed topic highlights:

Smart Spending: Budget-stretching tips for families during the GST/HST holiday.

January Sales: Top products and categories to buy on sale.

Business Gains: How businesses can attract customers and boost sales.

Tax Guidance: Advice for accounting firms to help clients benefit.

Economic Impact: How this initiative supports recovery and financial health.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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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
December 16	January 13	January 20	December 16
January 6	January 27	February 3	January 6