

OVERVIEW

DUE DATES

This section outlines our timelines for this month, aimed at facilitating a seamless process and timely delivery to the media. Nonetheless, we maintain flexibility and encourage immediate contact to collaboratively find solutions should there be any questions or potential delays.

TOPICAL DATES

This section outlines significant events and awareness campaigns occurring throughout the month.

SEASONAL CATEGORIES

This section organizes topics according to seasonal relevance and themes.

GUIDES

This section outlines the two comprehensive, seasonally tailored guides based on trends and media needs. If you would like to learn how you or your client can be included in an upcoming guide, contact your account manager or info@fifthstory.com.

MOST POPULAR CATEGORIES

This section highlights the most sought-after categories for the month, based on trends and media preferences.

CONTENT INSPIRATION

This section provides ideas and themes for content creation throughout the month, offering a diverse array of topics to engage and captivate audiences. The content ideas are designed to resonate with media outlets and their readership.

OVERVIEW

DUE DATES, TOPICS & SEASONAL GUIDES

January

February

March

April

May

June

July

August

September

October

November

December

CONTENT INSPIRATION

January

February

March

April

May

June

July

August

September

October

November

December

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Discover our work and solutions at: **www.fifthstory.com**

DUE DATES FOR JANUARY

ARTICLES



Topic brief due by:

October 21st, 2024

Draft of content due by:

November 1st, 2024

Content promoted to media:

December 1st, 2024

RADIO



Production brief

due by:

November 18th, 2024

Content launches:

**Upon content approval or
chosen date in January**

VIDEO



Production brief

due by:

November 1st, 2024

Content launches:

**Upon content approval or
chosen date in January**

TOPICAL DATES FOR JANUARY

- Alzheimer's Awareness Month
- National Blood Donor Month
- National Eye Care Month
- New Year's Day (January 1st)
- World Braille Day (January 4th)
- Orthodox Christmas (January 7th)
- Family Literacy Day (January 27th)

SEASONAL THEMES FOR JANUARY

- Financial well-being
- New Year's resolutions
- Nutrition & wellness
- Winter safety tips
- Ways to enjoy the winter
- Cold & flu prevention
- Decluttering/organization tips
- Gift registries

GUIDES LAUNCHING JANUARY

Guide #1: Valentine's Day

Potential ideas/headlines:

- Top tips for a romantic Valentine's
- Show the love, for less
- Romantic recipes
- Creative ways to show your love

Guide #2: Family Day

Potential ideas/headlines:

- Top tips for celebrating Family Day
- Planning a Family Day road trip
- 4 fun Family Day activities
- No-cost ideas for Family Day

MOST POPULAR CATEGORIES FOR JANUARY

- 55+/Seniors
- Environment & Climate Change
- Career & Education
- Family & Community
- Finance
- Food & Recipes
- Health & Safety
- House & Home
- New Year, New You
- Recreation & Leisure
- Pets

CONTENT INSPIRATION FOR JANUARY

AUTOMOTIVE

- How to keep your vehicle safe and reliable
- Tips for vehicle updates
- Winter driving safety advice
- Winter emergency kit 2.0
- Tips for buying a new car
- Car tech basics

ENVIRONMENT & NATURE

- Energy-efficient home upgrades for the new year
- Eco-friendly resolutions
- Practical tips for eco-conscious winter living
- Upcycled winter crafts

FAMILY & COMMUNITY

- Family literacy: More than reading and writing
- Activities to keep the kids busy during a snowstorm
- Build self-esteem for a lifetime of confidence
- Tips for transitioning back to work after a baby

FINANCE

- The best way to prepare for tax season
- How to handle a holiday spending hangover
- Tips to get debt under control
- How to reach financial stability
- Financial wellness resolutions

FOOD, NUTRITION & WELLNESS

- Healthy food resolutions that are achievable all year long
- New year, new wellness goals
- Nourishing seasonal ingredients and recipes
- Tips to boost your mental health
- Healthy eating tips for an improved immune system

HEALTH & SAFETY

- Strategies for avoiding common winter illnesses
- Tips for safely packing away holiday decorations
- Questions to ask your doctor before any test or treatment
- Beat the winter blues
- Safety tips for winter sports

HOME & GARDEN

- Questions to ask yourself before starting a renovation
- Cozy home upgrades for the New Year
- Indoor renovations and improvements
- How to make your home exterior inviting in winter
- DIY projects for the winter
- How to declutter but still keep your memories

NEWCOMERS

- Activities and hobbies for newcomers to discover
- Tips to help family and friends adjust to life in Canada
- Banking tips for newcomers

SENIORS/50+

- Essential advice for Canadian snowbirds
- Fall prevention tips for seniors
- Top ways for seniors to stay healthy in the new year
- Stress management tips for seniors

TECHNOLOGY & CYBERSECURITY

- Tips to stay cybersafe
- Ways to safeguard your home office
- The latest cyber threats to watch out for
- Rising fraud trends

TRAVEL, RECREATION & LEISURE

- Tips and tricks for winter travel
- Affordable destinations for Canadians this winter
- Tips to get through customs with ease
- Ways to make the most of your vacation time

FEBRUARY 2025

DUE DATES FOR FEBRUARY

ARTICLES	RADIO	VIDEO
 Topic brief due by: November 18th, 2024 Draft of content due by: November 29th, 2024 Content promoted to media: January 2nd, 2025	 Production brief due by: January 2nd, 2025 Content launches: Upon content approval or chosen date in February	 Production brief due by: December 2nd, 2024 Content launches: Upon content approval or chosen date in February

TOPICAL DATES FOR FEBRUARY

- Black History Month
- Heart Month
- Psychology Month
- Super Bowl LIX (February 9th)
- Valentine's Day (February 14th)
- Family Day/ Heritage Day/ Islander Day/ Louis Riel Day (February 17th)
- Yukon Heritage Day (February 21st)
- Eating Disorder Awareness Week (February 1st - 7th)

SEASONAL THEMES FOR FEBRUARY

- Renovation tips
- RRSP & financial advice
- Health & wellness
- Weddings & bridal showers
- Superbowl activities & recipes
- Early tax-filing tips
- Valentine's and Family Day activities

GUIDES LAUNCHING FEBRUARY

Guide #1: Tax-time	Guide #2: International Women's Day
Potential ideas/headlines: • Tips for stress-free filing • Benefits you can claim • Don't miss these deductables • Free tax resources	Potential ideas/headlines: • Inspiring Canadian women • Tips to boost your career • How to find work-life balance • Advice for Moms of all ages

MOST POPULAR CATEGORIES FOR FEBRUARY

- 55+/Seniors
- Environment & Climate Change
- Career & Education
- Family & Community
- Finance
- Food & Recipes
- Health & Safety
- Home & Garden
- Valentine's & Family Day
- Recreation & Leisure

CONTENT INSPIRATION FOR FEBRUARY

AUTOMOTIVE

- Vehicle safety tech for winter driving
- Car maintenance tips to prep your vehicle for the rest of winter

ENVIRONMENT & NATURE

- Sustainable habits for reducing waste
- How to reap the benefits of an energy efficient home

FAMILY & COMMUNITY

- Create new traditions this Family Day
- Fun ways to reconnect with your partner on Valentine's Day
- Making a difference in your community
- Indoor fun for frosty days
- Volunteering in your community
- Help kids discover a love of books early in life
- Ways to cure cabin fever

FINANCE

- Put money in your pockets by filing taxes
- How to maximize your retirement contributions
- Questions to ask your financial advisor
- Places to find free tax help
- Tips to kickstart your business

FOOD, NUTRITION & WELLNESS

- Heart healthy recipes the whole family will love
- In-season produce to add to your weekly menu
- Valentine's/Galentines recipes
- Score big with guests at your Super Bowl party
- Wellness tips from an expert
- Tips to keep your resolutions going

HEALTH & SAFETY

- Safe snow shovelling techniques
- Tips to avoid getting sick
- Cold remedy tips
- Tips for healthier winter skin
- Simple tips to boost your health at home
- Timely tips for heart-healthy living

HOME & GARDEN

- Tips to brighten up your winter entertaining space
- Things to check before buying or selling a home in the winter
- Get your garden shed ready for spring
- DIY projects to help revive your home
- Ways to turn your home into a smart home

NEWCOMERS

- Tips for helping new Canadians shop wisely
- How to file taxes
- Things to try this spring
- How Canadians celebrate Valentine's Day
- What is Family Day?

SENIORS/50+

- Tips for end-of-life planning
- Tips for seniors to stay active in winter
- Lifestyle choices that reduce your risk of health problems
- Ways to make snowbird retirement affordable

TECHNOLOGY & CYBERSECURITY

- Common current scams
- How smart is your home?
- Tech tools that can simplify your life
- Tips for living in a digital world

TRAVEL, RECREATION & LEISURE

- Fun and affordable family vacation ideas
- Tips for travelling like a local
- Ways to make the most of your vacation time
- Affordable winter destinations

DUE DATES FOR MARCH

ARTICLES	RADIO	VIDEO
 Topic brief due by: December 13th, 2024 Draft of content due by: January 2nd, 2025 Content promoted to media: February 1st, 2025	 Production brief due by: January 31st, 2025 Content launches: Upon content approval or chosen date in March	 Production brief due by: January 2nd, 2024 Content launches: Upon content approval or chosen date in March

TOPICAL DATES FOR MARCH

• National Nutrition Month • Fraud Prevention Month • Kidney and Liver Health Month • Women's History Month • Epilepsy Awareness Month	• Red Cross Month • World Obesity Day (March 4th) • Shrove/Pancake Tuesday (March 4th) • Ash Wednesday (March 5th)	• International Women's Day (March 8th) • Daylight Saving Time (March 9th) • St. Patrick's Day (March 17th) • Spring Equinox (March 20th)
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SEASONAL THEMES FOR MARCH

• Homebuyer's guide • March Break activities • Spring cleaning	• Spring maintenance & home renovations • Tax-filing time	• Mardi Gras/Lent • Pet care • Vacation spots & travel tips
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GUIDES LAUNCHING MARCH

Guide #1: Earth Day	Guide #2: Home & Garden
Potential ideas/headlines: • Small actions with big results • A family guide to Earth Day • Ways to celebrate Earth Day • 5 Earth Day activities	Potential ideas/headlines: • Get your yard ready for spring • Top new yard tools • When should I start mowing? • Top DIY home chores for spring

MOST POPULAR CATEGORIES FOR MARCH

• 55+/Seniors • Environment & Climate Change • Career & Education	• Family & Community • Finance • Food & Recipes • Health & Safety	• House & Home • Finance – Tax-Time • Recreation & Leisure • Pets
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CONTENT INSPIRATION FOR MARCH

AUTOMOTIVE

- What to do after a car accident
- Tips for first-time car buyers
- Tech safety tips for your vehicle

ENVIRONMENT & NATURE

- Simple ways to go green at home
- Spring cleaning: Good for your home and the environment
- Green upgrades that can increase your property value

FAMILY & COMMUNITY

- Fun family activities for spring
- March Break ideas for the kids
- How to help your community this spring
- Tips to encourage your kids to get moving
- Things to know before getting a pet

FINANCE

- How Canadians can help protect themselves from financial fraud
- Tax-filing tips
- Tips to navigate tax season after selling your home
- Tips for investing success
- How to avoid scams

FOOD, NUTRITION & WELLNESS

- Spring seasonal recipes
- Surprise your kids with nutritious and delicious food choices
- Tips for getting a good night's sleep
- Small changes can make a big difference to your health
- Food-safety tips

HEALTH & SAFETY

- Tips to stay safe online
- Tips for maintaining health through the end of cold and flu season
- Know the rules of food safety
- Ways to keep your kidneys healthy
- Ways to be prepared for the upcoming heat season

HOME & GARDEN

- Spring into the season of home improvement
- Simple ways to protect your home from flooding
- Garden prep and planning tips
- Simple ways to make home safety a priority
- Tips to create a pet-friendly garden
- Tips for first-time homebuyers

NEWCOMERS

- Why it's worth it for newcomers to file their taxes in Canada
- Tips for newcomers to find a job in Canada

SENIORS/50+

- Fraud prevention tips for older adults
- Tips to make your retirement savings last
- Tax-time tips for seniors
- Retiring soon? Senior living options

TECHNOLOGY & CYBERSECURITY

- Common current scams
- How smart is your home?
- Tech tools that can simplify your life
- Tips for living in a digital world
- Ways to make sure your passwords are protected

TRAVEL, RECREATION & LEISURE

- March Break travel tips
- How to pack everything you need in a carry-on
- Tips to save money on spring travel
- Last-minute booking tips
- Ways to reduce delays at airport security
- Why travel insurance is a must-have

DUE DATES FOR APRIL

ARTICLES



Topic brief due by:

January 20th, 2025

Draft of content due by:

February 3rd, 2025

Content promoted to media:

March 1st, 2025

RADIO



Production brief

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**Upon content approval or
chosen date in April**

VIDEO



Production brief

due by:

January 31st, 2025

Content launches:

**Upon content approval or
chosen date in April**

TOPICAL DATES FOR APRIL

- Oral Health Month
- Parkinson's Awareness Month
- National Lawn and Garden Month
- National Volunteer week (April 20th – April 26th)
- April Fool's Day (April 1st)
- National Pet Day (April 11th)
- Earth Day (April 22nd)
- Administrative Professionals Day (April 23rd)
- Easter (April 20th)

SEASONAL THEMES FOR APRIL

- Home organization & DIY tips
- Spring food & entertaining
- Small business tax deadlines
- Easter crafts & recipes
- Allergy relief tips
- Spring gardening and lawn care

GUIDES LAUNCHING APRIL

Guide #1: Mother's Day

Potential ideas/headlines:

- Ways to pamper Mom
- Budget-friendly gift ideas
- Host an eco-friendly Mother's Day
- Kid-friendly Mother's Day crafts

Guide #2: Spring Reset

Potential ideas/headlines:

- Top tips for spring cleaning
- A DIY yard-work to-do list
- Ways to recognize Earth Day
- Prep your car for a road trip

MOST POPULAR CATEGORIES FOR APRIL

- 55+/Seniors
- Environment & Climate Change
- Career & Education
- Family & Community
- Finance
- Food & Recipes
- Health & Safety
- Home & Garden
- Oral Health Month
- Recreation & Leisure
- Technology

CONTENT INSPIRATION FOR APRIL

AUTOMOTIVE

- Tips to improve the fuel efficiency of your car
- Spring vehicle buying tips
- Ways to reduce fuel use, save money and keep our roads safer
- Get your car ready for spring

ENVIRONMENT & NATURE

- Ways to reduce your carbon footprint
- Celebrate Earth Day with these eco-friendly activities
- Tips to create a wildlife-friendly garden

FAMILY & COMMUNITY

- Balancing work and family life in the digital age
- Tips for a smooth move with your pets
- Easter crafts to do with your kids
- Ways to give back to your community

FINANCE

- Late tax-filing tips
- Tax tips for entrepreneurs
- Financial planning for retirement
- Budgeting for spring expenses
- Ways to increase your home's value without breaking the bank

FOOD, NUTRITION & WELLNESS

- Quick healthy meal ideas
- Fun cooking activities to engage kids in the kitchen
- Ways to create a cozy and relaxing home spa experience
- Tips for stress reduction and management
- Easter traditions and recipes

HEALTH & SAFETY

- Ways to prepare for allergy season
- Safety tips to prevent accidents and injuries
- Teaching children about health and safety awareness
- Dental tips for Oral Health Month

HOME & GARDEN

- Tips to green your home for spring
- Interior design on a budget
- Preparing your home's exterior for spring
- Best-practices for April planting
- Tips to grow the greenest lawn
- Simple ways to add seasonal touches to your home

NEWCOMERS

- Digital tools available for newcomers
- Planning a nature hike
- How to celebrate Earth Day

SENIORS/50+

- Ways to ensure your home is safe as you age
- How to volunteer and give back to your community as a senior
- Oral health-care tips for seniors
- Top tips for a fulfilling retirement
- Steps seniors can take to avoid fraud

TECHNOLOGY & CYBERSECURITY

- Making the most out of your smartphone
- Common current scams to avoid
- How cybersmart are you?

TRAVEL, RECREATION & LEISURE

- Ways to make travel a learning experience for kids
- Must-haves for your next getaway
- Last-minute travel booking tips
- Canadian road trip destinations

DUE DATES FOR MAY

ARTICLES	RADIO	VIDEO
 Topic brief due by: February 20th, 2025 Draft of content due by: March 3rd, 2025 Content promoted to media: April 1st, 2025	 Production brief due by: April 1st, 2025 Content launches: Upon content approval or chosen date in May	 Production brief due by: February 28th, 2025 Content launches: Upon content approval or chosen date in May

TOPICAL DATES FOR MAY

• National Fitness Month • Speech & Hearing Awareness Month • Mental Health Awareness Month • Vision Health Month	• Emergency Preparedness Week (May 4th- 10th) • Safety & Health Week (May 5th-10th) • Mental Health Awareness Week (May 13th – 19th)	• National Nurses Week (May 12th to 18th) • Cinco de Mayo (May 5th) • Mother's Day (May 11th) • Victoria Day (May 19th)
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SEASONAL THEMES FOR MAY

• Camping & cottage life • Nutrition • Gardening tips • Mother's Day	• Seasonal home care • BBQ safety tips • Boating safety tips • Eco-friendly tips	• Diet, nutrition & exercise • Tips for newlyweds • Emergency preparedness tips
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GUIDES LAUNCHING MAY

Guide #1: Father's Day	Guide #2: Homebuyer's Guide
Potential ideas/headlines: • Gifts that aren't ties • How to celebrate fathers • Eco-friendly gifts for dad • Five family bonding activities	Potential ideas/headlines: • Unexpected closing costs • Essential homeowner tools • Yard maintenance equipment • Understanding key mortgage terms

MOST POPULAR CATEGORIES FOR MAY

• 55+/Seniors • Environment & Climate Change • Career & Education	• Family & Community • Finance • Food & Recipes • Health & Safety	• Home & Garden • Mother's Day • Recreation & Leisure • Travel
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CONTENT INSPIRATION FOR MAY

AUTOMOTIVE

- Spring car-maintenance tips
- Preparing your vehicle for summer road trips
- How to choose the right car insurance
- Tips for a greener commute

ENVIRONMENT & NATURE

- How smart shopping choices can help the environment
- Ways to celebrate a planet-friendly Mother's Day
- Eco-friendly cleaning tips

FAMILY & COMMUNITY

- Creative gift ideas for the whole family to celebrate Mom
- Tips for memorable family getaways
- Fun, feel-good ways to donate your time

FINANCE

- Tips to protect your banking info
- Budgeting tips for your next vacation
- Ways to fight financial fraud
- Budget-friendly camping tips
- Smart money moves for newlyweds

FOOD, NUTRITION & WELLNESS

- Cinco de Mayo recipes
- Tips for building healthy eating habits
- Mother's Day breakfast/brunch recipes
- Ways to set realistic fitness goals
- Grow your own salad
- Leftover "upcooking" tips

HEALTH & SAFETY

- Self-care tips for Mental Health Awareness Month
- Tips to stay safe on the water
- Tips and tricks to keep your grill safe and clean
- Mental health support at work
- Save your sight, get an eye exam
- Ways to keep your skin healthy in the heat

HOME & GARDEN

- Tips to plant a thriving garden
- Simple upgrades to increase your home's value
- Tips to make the most of your outdoor space
- Celebrate the season with elegant and affordable outdoor updates
- Top tips for first-time homebuyers
- Tips for a brighter, more organized home

NEWCOMERS

- Outdoor hobbies for newcomers to discover
- How to be the perfect cottage guest
- Why and how we celebrate Victoria Day

SENIORS/50+

- Tips for gardening without pain
- Joint-friendly exercises that promote health and well-being
- Tips to help seniors maintain their independence

TECHNOLOGY & CYBERSECURITY

- Ways technology can help you during an emergency
- Understanding the latest cyber scams
- How cyber smart are you?

TRAVEL, RECREATION & LEISURE

- Travel tips for long weekend getaways
- Tips to prep your cottage for the summer ahead
- Best destinations for your wedding
- Camping tips for beginners
- Safety tips for the great outdoors

DUE DATES FOR JUNE

ARTICLES



Topic brief due by:

March 20th, 2025

Draft of content due by:

April 1st, 2025

Content promoted to media:

May 1st, 2025

RADIO



Production brief

due by:

May 1st, 2025

Content launches:

**Upon content approval or
chosen date in June**

VIDEO



Production brief

due by:

April 1st, 2025

Content launches:

**Upon content approval or
chosen date in June**

TOPICAL DATES FOR JUNE

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|--|---|---|
| <ul style="list-style-type: none">• Seniors Month• Cataract Awareness Month• National AccessAbility Week | <ul style="list-style-type: none">• Pride Month• World Blood Donor Day (June 14th)• Father's Day (June 15th)• Summer Solstice (June 21st) | <ul style="list-style-type: none">• National Indigenous Peoples Day (June 21st)• Canadian Multiculturalism Day (June 27th) |
|--|---|---|

SEASONAL THEMES FOR JUNE

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|---|--|--|
| <ul style="list-style-type: none">• Summer food & recipes• Home & cottage DIY• Moving tips• Road trip tips | <ul style="list-style-type: none">• Summer safety & wellness tips• Father's Day• Baby care | <ul style="list-style-type: none">• Summer parenting tips• Graduation• Summer skin care tips• Beat the heat |
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GUIDES LAUNCHING JUNE

Guide #1: Finance Guide

Potential ideas/headlines:

- Budgeting for a summer vacation
- Last-minute summer job ideas
- Free or low-cost Father's Day gifts
- Finance tools for Indigenous People

Guide #2: Summer Planning

Potential ideas/headlines:

- Kid-friendly rainy day activities
- Plan a perfect road trip
- New sports to try this summer
- A yard work DIY to-do list

MOST POPULAR CATEGORIES FOR JUNE

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• 55+/Seniors• Environment & Climate Change• Career & Education | <ul style="list-style-type: none">• Family & Community• Finance• Food & Recipes• Health & Safety | <ul style="list-style-type: none">• Home & Garden• Father's Day• Recreation & Leisure• Travel & Destinations |
|---|---|---|

CONTENT INSPIRATION FOR JUNE

AUTOMOTIVE

- Preparing your vehicle for road trips
- Save money: Educate yourself about auto insurance
- Vehicle theft prevention tips
- At-home car maintenance tips

ENVIRONMENT & NATURE

- Tips for raising eco-conscious kids
- Ways to live in harmony with nature
- Tips for sustainable summer staycations

FAMILY & COMMUNITY

- Summer activities to keep kids learning
- Tips to celebrate your graduate
- Family activities for Father's Day
- Ways to support your community this summer
- Baby care

FINANCE

- Cost-effective home improvements for summer
- Thoughtful Father's Day gifts that won't break the bank
- Tips to confidently manage your money
- A checklist for new homebuyers

FOOD, NUTRITION & WELLNESS

- Celebrating Indigenous recipes
- Tips to up your barbecue game this summer
- What healthy fats are and how to get them
- Quick and easy summer recipes
- Ways to refresh everyday meals

HEALTH & SAFETY

- Tips to manage health conditions while staying active
- Tips for a healthy summer
- Ways to protect your skin this summer
- Bringing cataracts into focus
- Ways to prepare for a heat wave
- Safety tips for outdoor entertaining

HOME & GARDEN

- Tips to keep your home safe while you travel
- Tips for a trouble-free home move
- How to make your lawn look lush
- Planning tips for your summer reno
- Ways to design your dream backyard
- Tips for a pollinator-friendly garden

NEWCOMERS

- Tips to help newcomers find the right neighbourhood
- How to set up a bank account as a newcomer

SENIORS/50+

- Creative ways for retirees to keep busy
- Ways seniors can maintain independence and give loved ones peace of mind
- Stress management tips for seniors
- Ways to prevent caregiver burnout

TECHNOLOGY & CYBERSECURITY

- Tech tips for seniors
- Ways to safeguard your money online
- Smartphone tips to stay safe and connected when travelling
- Ways smart technology can save you money

TRAVEL, RECREATION & LEISURE

- 5 great drives to take this summer
- Ways to relax during summer travels
- Safety tips for protecting your cottage
- Create your dream cottage retreat

DUE DATES FOR JULY

ARTICLES



Topic brief due by:

April 22nd, 2025

Draft of content due by:

May 1st, 2025

Content promoted to media:

June 1st, 2025

RADIO



Production brief

due by:

May 30th, 2025

Content launches:

**Upon content approval or
chosen date in July**

VIDEO



Production brief

due by:

May 1st, 2025

Content launches:

**Upon content approval or
chosen date in July**

TOPICAL DATES FOR JULY

- Disability Pride Month
- National Injury Prevention Day (July 5th)
- Nunavut Day (July 9th)
- National Minority Mental Health Awareness Month
- International Self-Care Day (July 24th)
- World Day Against Trafficking in Persons (July 30th)
- Canada Day (July 1st)

SEASONAL THEMES FOR JULY

- Canada Day
- Summer safety tips
- Vacation planning
- Barbecue tips
- Summer home decorating
- Camping/Picnics
- Summer fun
- Backyard projects
- Weekend road trips

GUIDES LAUNCHING JULY

Guide #1: Holiday Travel

Potential ideas/headlines:

- Are your travel documents in order?
- Money saving vacation tips
- Plan the perfect family vacation
- Advice for travelling with small kids

Guide #2: Summer Recipes

Potential ideas/headlines:

- Take advantage of seasonal produce
- Desserts that you can barbecue
- Refreshing summer mocktails
- Top tips for barbecue safety

MOST POPULAR CATEGORIES FOR JULY

- 55+/Seniors
- Family & Community
- Home & Garden
- Career & Education
- Finance
- Pets
- Environment & Climate Change
- Food & Recipes
- Recreation & Leisure
- Health & Safety
- Travel & Destinations

CONTENT INSPIRATION FOR JULY

AUTOMOTIVE

- How to get the most money when selling your car
- Car safety tips for commuting to the cottage

ENVIRONMENT & NATURE

- Tips for throwing the perfect eco-friendly summer party
- Ways kids benefit from outdoor play
- Nature-inspired activities for the whole family
- Try these quick summer energy conservation tips

FAMILY & COMMUNITY

- Canada Day activities for the whole family
- Easy ways to teach your kids to help others
- Fun ways to keep kids learning all summer long
- Summer birthdays made easy
- Ways to keep kids entertained on rainy days

FINANCE

- Manage your finances during tough times
- Plan for summer fun – even on a budget
- Buying a new home? Tips to get started
- Ways to save money at the grocery store

FOOD, NUTRITION & WELLNESS

- Simple recipes for summer entertaining
- Sleep tips for summertime
- Summer grilling tips
- Easy, no-cook recipes to keep you cool in the heat
- Ways to keep your grill in tip-top shape
- Perfect picnic tips: What to pack and where to go

HEALTH & SAFETY

- Ways to beat the summer heat
- From pools to lakes, always keep safety in mind near water
- Tips to protect against mosquito and tick bites
- Summer safety tips for parents
- Tips for safe summer grilling
- Signs and symptoms of heat illness

HOME & GARDEN

- Create a backyard oasis this summer
- Safety tips for those summer DIY projects
- Ways to make your older home feel new again
- Keep your garden growing strong all summer
- Easy home improvement projects

NEWCOMERS

- First Canada Day? Discover local recipes and cultural celebrations
- How newcomers can find meaningful careers

SENIORS/50+

- How seniors can stay active and healthy in the heat
- Ways retirees can earn some extra income
- Why you should have a will
- Ways to make air travel easier for seniors

TECHNOLOGY & CYBERSECURITY

- How to improve your cyber smarts
- Don't get caught by these common scams
- Top new tech tools to try

TRAVEL, RECREATION & LEISURE

- Places to explore this Canada Day
- Tips to take the stress out of summer travel
- Ways to make travelling for work easier
- How a travel bucket list can improve your life
- Ways to keep kids occupied during road trips

DUE DATES FOR AUGUST

ARTICLES



Topic brief due by:

May 20th, 2025

Draft of content due by:

June 2nd, 2025

Content promoted to media:

July 1st, 2025

RADIO



Production brief

due by:

July 2nd, 2025

Content launches:

**Upon content approval or
chosen date in August**

VIDEO



Production brief

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June 2nd, 2025

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TOPICAL DATES FOR AUGUST

- Spinal Muscular Atrophy Awareness Month
- August long weekend, most provinces (August 5th)
- International Day of the World's Indigenous Peoples (August 9th)
- International Youth Day (August 12th)
- International Overdose Awareness Day (August 31st)
- World Humanitarian Day (August 19th)
- Public Service Pride Week

SEASONAL THEMES FOR AUGUST

- Staycation ideas
- Boredom-busting tips
- Back-to-school prep
- Organization hacks
- Home entertaining
- Moving tips
- Swimming safety
- Lawn care
- Road trip essentials

GUIDES LAUNCHING AUGUST

Guide #1: Back-to-School

Potential ideas/headlines:

- Easy, packable lunch recipes
- Ways to save on school expenses
- Salvage last year's school supplies
- Care packages for out-of-town students

Guide #2: Fall Home & Garden

Potential ideas/headlines:

- How to get your lawn ready for winter
- When to harvest fall fruits and veggies
- Top new tools for yardwork
- Essential exterior to-dos

MOST POPULAR CATEGORIES FOR AUGUST

- 55+/Seniors
- Back-to-school
- Career & Education
- Family & Community
- Environment & Climate Change
- Finance
- Food & Recipes
- Health & Safety
- Home & Garden
- Recreation & Leisure
- Pets

CONTENT INSPIRATION FOR AUGUST

AUTOMOTIVE

- Fuel-efficient driving techniques
- Car maintenance tips to save you money this summer
- Tips to help choose the right insurance coverage

ENVIRONMENT & NATURE

- Tips to extend your summer outdoors
- Easy tips to reduce energy usage
- Ways to protect the environment in your community

FAMILY & COMMUNITY

- Ways to set your kids up for back-to-school success
- Boredom-busting tips to get kids through the end of summer
- Tips to keep the whole family safe while swimming
- Creating a budget with your kids

FINANCE

- Strategies for reducing household expenses
- Planning for children's education costs
- Tips to save big on back-to-school spending
- Tips to start your side hustle

FOOD, NUTRITION & WELLNESS

- Farm-to-table freshness in August
- Tasty ways to enjoy vegetables
- Healthy and nutritious recipes for a strong start to the school year
- Kid-approved recipes to help break you out of a recipe rut

HEALTH & SAFETY

- How to stay hydrated and avoid heatstroke risks
- Ways to prepare for the fall allergy season
- Immunity-boosting tips for the family before school starts
- Ways to take the stress out of back-to-school season
- Ways to help your child avoid backpack injuries

HOME & GARDEN

- Tips to take your backyard to the next level
- Ways to create the ultimate home entertaining space
- Home security tips for while you are away
- Ways to maximize your closet space
- Tips for an easy move
- Ways to bring your damaged lawn back to life

NEWCOMERS

- Building an emergency fund? Financial literacy tips for newcomers
- Finding housing in Canada
- Things to know about Labour Day

SENIORS/50+

- Stay active and fit with senior-friendly outdoor exercises
- Delicious and nutritious: Heart-healthy recipes using local Canadian ingredients
- Tips for dealing with extreme heat

TECHNOLOGY & CYBERSECURITY

- How technology is changing education
- Tips to teach your kids cybersecurity skills
- Apps and tools to improve your health and wellness

TRAVEL, RECREATION & LEISURE

- Tips to make the most of summer travel
- Planning the perfect staycation
- Family travel must-haves
- Creative ways to save money on vacation
- How to deal with the seasonal wasp invasion

DUE DATES FOR SEPTEMBER

ARTICLES



Topic brief due by:

June 20th, 2025

Draft of content due by:

July 2nd, 2025

Content promoted to media:

August 1st, 2025

RADIO



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VIDEO



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TOPICAL DATES FOR SEPTEMBER

- Arthritis Awareness Month
- World Alzheimer's Month
- Labour Day (September 1st)
- Grandparents Day (September 7th)
- World Suicide Prevention Day (September 10th)
- National Forest Week
- Gender Equality Week (September 21st-27th)
- National Day for Truth and Reconciliation (September 30th)

SEASONAL THEMES FOR SEPTEMBER

- Back-to-school
- Fall home improvement
- Cottage closing checklist
- Weeknight meal-planning
- Time-management tips
- Easy packable lunches
- Fall home and garden
- Labour Day activities

GUIDES LAUNCHING SEPTEMBER

Guide #1: Fire Prevention Guide

Potential ideas/headlines:

- How to use a fire extinguisher
- Create a family fire-safety plan
- How to protect your property from wildfires
- Are your smoke alarms working?

Guide #2: Thanksgiving Recipes

Potential ideas/headlines:

- Five alternatives to turkey
- Your new favourite side dish
- How to make lump-free gravy
- Best-ever apple pie

MOST POPULAR CATEGORIES FOR SEPTEMBER

- 55+/Seniors
- Environment & Climate Change
- Career & Education
- Family & Community
- Finance
- Food & Recipes
- Health & Safety
- Home & Garden
- Small Business Month
- Recreation & Leisure
- Pets

CONTENT INSPIRATION FOR SEPTEMBER

AUTOMOTIVE

- Top tips for fall car maintenance
- Accident avoidance tips
- How to maximize mileage on the road
- Ways to cut down on commuting costs

ENVIRONMENT & NATURE

- Sustainable living tips for a greener future
- Fall hiking hacks
- Building greener homes
- Eco-friendly habits everyone can embrace
- Tips for reducing waste this fall

FAMILY & COMMUNITY

- Children's immunization updates
- Must have back-to-school supplies
- The art of family mealtime
- Back-to-school safety
- Ways to positively impact your community
- School year survival tips for parents and students

FINANCE

- Smart saving tips for a successful back-to-school season
- Build a solid emergency fund
- Protecting your finances
- Insurance options you can't overlook

FOOD, NUTRITION & WELLNESS

- Easy packable lunches
- Top seasonal superfoods to boost your fall wellness routine
- Smart snack choices for staying energized all day long
- Best spices to fight inflammation
- Meal planning tips for busy weeknights

HEALTH & SAFETY

- Navigating seasonal allergies: Tips for a sniffle-free September
- Strategies for a healthy and productive September
- Simple steps to safeguard your health
- Safety tips for your commute to work or school

HOME & GARDEN

- Fall-inspired DIY projects to spruce up your home decor
- Essential tips for preparing your garden for fall
- Create a cozy outdoor oasis with fall-inspired patio designs
- Where to splurge and save on home décor
- Ways to maximize a small living space

NEWCOMERS

- Insights and tips for newcomers to Canada
- Tips for finding housing and creating a home
- Job search tips for newcomers
- Credit card tips for newcomers

SENIORS/50+

- Coping strategies for life transitions in later years
- Health and wellness tips for seniors this fall
- Top benefits for aging at home
- Ways to get the snowbird lifestyle for less

TECHNOLOGY & CYBERSECURITY

- How to spot deceptive design on websites
- How to recycle your old electronics
- Protect yourself online
- Are you due for a new computer?

TRAVEL, RECREATION & LEISURE

- Ways to shape up the cottage for winter
- Reasons why camping is more fun in the fall
- Labour day activities to do with the family
- Get your car ready for a road trip

DUE DATES FOR OCTOBER

ARTICLES	RADIO	VIDEO
		
Topic brief due by: July 21st, 2025 Draft of content due by: August 1st, 2025 Content promoted to media: September 1st, 2025	Production brief due by: September 2nd, 2025 Content launches: Upon content approval or chosen date in October	Production brief due by: August 1st, 2025 Content launches: Upon content approval or chosen date in October

TOPICAL DATES FOR OCTOBER

- Breast Cancer Awareness Month
- Women's History Month
- National Senior's Day (October 1st)
- Mental Illness Awareness Week (October 5th – 11th)
- Fire Prevention Week (October 5th – 11th)
- World Mental Health Day (October 10th)
- Thanksgiving (October 13th)
- Persons Day (October 18th)
- Diwali/Deepavali (October 20th)
- Halloween (October 31st)

SEASONAL THEMES FOR OCTOBER

- Fall home maintenance
- Fall lawn tips
- Student budgeting
- Fall recipes
- Thanksgiving & Halloween
- Workplace stress
- Preparing your home for guests
- Celebrating women

GUIDES LAUNCHING OCTOBER

Guide #1: Financial Literacy Month	Guide #2: Healthy Fall Prep
Potential ideas/headlines: - How to create a budget - Options for retirement savings - Understanding key mortgage terms - Easy ways to save money	Potential ideas/headlines: - The importance of oral health-care - Why you should get your eyes checked - Simple indoor exercises - How technology can boost your health

MOST POPULAR CATEGORIES FOR OCTOBER

- 55+/Seniors
- Career & Education
- Family & Community
- Finance
- Fire Prevention Month
- Food & Recipes
- Health & Safety
- Home & Garden
- Recreation & Leisure
- Small Business Month
- Thanksgiving & Halloween

CONTENT INSPIRATION FOR OCTOBER

AUTOMOTIVE

- Understanding the benefits of electric vehicles
- Preparing for changing road conditions
- Prep your car for the changing seasons

ENVIRONMENT & NATURE

- Embracing sustainable commuting
- Protecting biodiversity
- Tips for enjoying the fall colours
- Fall hiking and camping

FAMILY & COMMUNITY

- Halloween activities for the whole family
- Tips for eco-friendly community living
- Promoting health and well-being in your community
- Ways to get the kids involved with Thanksgiving traditions

FINANCE

- Budgeting tips for stress-free financial planning
- Tips to manage your money in times of high inflation
- Saving tips for the holidays
- Practical strategies for student budgeting
- Shop small and local

FOOD, NUTRITION & WELLNESS

- Healthy Halloween treats
- Fall recipes for family gatherings
- Wellbeing in the workplace
- Seasonal produce recipes
- Staying active during cooler months
- Sweet treats to finish off your fall feast
- Natural ways to boost your immunity for cold season

HEALTH & SAFETY

- Flu season prep: Staying healthy and protected
- Managing screen time for overall health and productivity
- Fire prevention at home
- Essential safety tips for your home
- Halloween safety tips

HOME & GARDEN

- Halloween décor ideas
- Home maintenance tips for fall
- DIY home projects: Tackling renovations and upgrades
- Simplifying and decluttering your living space
- Safety hazards in your home you may not realize

NEWCOMERS

- Mental health support and resources for newcomers
- Money management tips for newcomers
- How to decorate for Halloween

SENIORS/50+

- Ways seniors can embrace digital tools
- Healthy eating tips for seniors
- Supporting seniors' mental health
- Senior wellness: Navigating your vaccinations
- Ways to make your golden years more fun

TECHNOLOGY & CYBERSECURITY

- Ways to protect yourself online
- Key tips for parenting in the digital age
- Essential tips for banking online

TRAVEL, RECREATION & LEISURE

- Affordable winter travel
- Best destinations to travel to at this time of year
- Tips for vacationing with the family
- Tips to pack like a pro

NOVEMBER 2025

DUE DATES FOR NOVEMBER

ARTICLES	RADIO	VIDEO
 Topic brief due by: August 20th, 2025 Draft of content due by: September 2nd, 2025 Content promoted to media: October 1st, 2025	 Production brief due by: October 1st, 2025 Content launches: Upon content approval or chosen date in November	 Production brief due by: September 2nd, 2025 Content launches: Upon content approval or chosen date in November

TOPICAL DATES FOR NOVEMBER

• Diabetes Awareness Month • Financial Literacy Month • Prostate and Testicular Cancer Awareness Month	• Men's Mental Health Awareness Month • Fall Prevention Month • National Aboriginal Veterans Day (November 8th)	• National STEM/STEAM Day (November 8th) • Remembrance Day (November 11th) • Black Friday (November 28th)
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SEASONAL THEMES FOR NOVEMBER

• Immunity-boosting tips • Remembrance Day • Winter & fire safety	• Cozy home ideas • Energy-saving tips • Winter home prep	• Cold-weather recipes • Financial Literacy Month • Mental health awareness
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GUIDES LAUNCHING NOVEMBER

Guide #1: Gift Season	Guide #2: Holiday Entertaining
Potential ideas/headlines: • Gifts that do good • How to shop for a picky person • Cyber shopping safety • Give gifts from the heart	Potential ideas/headlines: • How to be the host with the most • Stress-free party planning tips • Make memorable mocktails • Understanding your liability as a host

MOST POPULAR CATEGORIES FOR NOVEMBER

• 55+/Seniors • Career & Education • Environment & Climate Change	• Financial Literacy Month • Finance • Food & Recipes	• Health & Safety • Remembrance Day • Recreation & Leisure • Pets
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CONTENT INSPIRATION FOR NOVEMBER

AUTOMOTIVE

- Essential maintenance tips for winter
- Tips for maximizing fuel economy
- How to cut down on commuting costs
- Winter driving safety
- Winter tire guide

ENVIRONMENT & NATURE

- Sustainable practices for eco-friendly gatherings
- Tips for reducing your environmental footprint
- Sustainable recipes

FAMILY & COMMUNITY

- Crafting with kids on chilly days
- Teaching children the spirit of gratitude and kindness
- Make an impact in your local community

FINANCE

- Smart spending during the holiday season
- Advice on how to grow your savings
- Strategies for reducing and managing debt
- Planning for a secure financial future
- Tips to combat the rising cost of living
- Ways to save, even during the holiday season

FOOD, NUTRITION & WELLNESS

- Creating healthier versions of cozy favourites
- Natural ways to alleviate cold and flu symptoms
- Staying active and healthy during the colder months
- Skin care tips for the winter

HEALTH & SAFETY

- Tips to stay healthy this cold and flu season
- Diabetes Awareness Month: Tips for maintaining a healthy lifestyle
- Ways to improve your indoor air quality
- Safety tips for shorter days
- Ways to keep your furry friends safe in the cold

HOME & GARDEN

- Cozy home décor ideas
- Home maintenance tasks to tackle before winter arrives
- Home renos you can do in winter
- Indoor gardening: Bringing greenery inside during the cold months
- Energy saving tips
- Ways to prepare your home for the winter season

NEWCOMERS

- Tools and support for newcomers adapting to life in Canada
- What is Remembrance Day and what does it signify

SENIORS/50+

- Preventing falls and accidents
- Tips for post-retirement financial well-being
- Health tips for seniors during flu season
- Travel tips for seniors
- Ways for retirees to engage in their community
- Ways to set your grandchildren up for financial success

TECHNOLOGY & CYBERSECURITY

- Smart tech to help seniors live in their homes longer
- What to gift the techie in your life
- How tech can help you take charge of your health

TRAVEL, RECREATION & LEISURE

- Holiday travel hacks
- Tips for travelling on a budget
- Best places to visit this winter

DECEMBER 2025

DUE DATES FOR DECEMBER

ARTICLES	RADIO	VIDEO
 Topic brief due by: September 22nd, 2025 Draft of content due by: October 1st, 2025 Content promoted to media: November 1st, 2025	 Production brief due by: October 31st, 2025 Content launches: Upon content approval or chosen date in December	 Production brief due by: October 1st, 2025 Content launches: Upon content approval or chosen date in December

TOPICAL DATES FOR DECEMBER

- World AIDS Day (December 1st)
- International Volunteer Day (December 5th)
- Human Rights Day (December 10th)
- Winter Solstice (December 21st)
- Hanukkah (December 15th – December 23rd)
- Christmas Day (December 25th)
- Boxing Day (December 26th)
- Kwanzaa (December 26th – January 1st, 2026)
- New Years Eve (December 31st)

SEASONAL THEMES FOR DECEMBER

- Holiday baking & cooking
- Winter road safety
- Holiday safety tips
- Charities & gift giving
- Holiday money-saving tips
- Winter travel and leisure
- Holiday gift guide
- New Year's entertaining
- Holiday decorating

GUIDES LAUNCHING DECEMBER

Guide #1: New Year, New You	Guide #2: Wellness Guide
Potential ideas/headlines: • How to stick to your resolutions • Tips for a successful dry January • 5 painless ways to save money • How to master a new skill	Potential ideas/headlines: • How to start an exercise regime • Healthy holiday meals • Ways to boost your mental health • Simple exercises for seniors

MOST POPULAR CATEGORIES FOR DECEMBER

- 55+/Seniors
- Career & Education
- Christmas & Winter Holidays
- Family & Community
- Finance
- Food & Recipes
- Health & Safety
- Home & Garden
- Recreation & Leisure
- Technology & Cybersecurity

CONTENT INSPIRATION FOR DECEMBER

AUTOMOTIVE

- Tips for safe winter driving
- Ensuring safe and reliable year-end travel
- Debunking winter driving myths
- Winter tire safety

ENVIRONMENT & NATURE

- How to give back to the environment
- Embracing the beauty of nature in winter
- Winter energy-saving tips
- Tips to enjoy the outdoors during the colder months
- Green gifting guide

FAMILY & COMMUNITY

- Spreading kindness and support during the holidays
- DIY projects to spark creativity
- Activities to do with kids during the holidays
- Simple ways to give back
- Guide to giving the best gifts this holiday

FINANCE

- Celebrating the holidays on a budget
- Year-end tax-savings tips
- Avoiding package theft
- Protect yourself from online shopping scams

FOOD, NUTRITION & WELLNESS

- Warm and comforting holiday recipes
- Making healthier choices during the holidays
- Coping with holiday stress and isolation
- Seasonal entertaining tips and recipes
- Practice self-care during the winter months
- Tips to help achieve work-life balance
- Ways to maintain your mental health through the holidays

HEALTH & SAFETY

- How to stay healthy this winter
- Holiday fire safety tips
- Decorating safely this season
- Tips for treating cold and flu symptoms
- Healthy stocking stuffer ideas
- Boost your winter metabolism

HOME & GARDEN

- Holiday decorating tips
- Winter home-maintenance checklist
- Home security tips
- Declutter your home for the New Year
- Illuminating facts about holiday lights

NEWCOMERS

- Tips for newcomers to embrace Canada's winters
- Building connections and support networks in a new country
- Ways to bring your holiday traditions to Canada

SENIORS/50+

- Baking recipes to make with the grandkids
- Air travel tips for seniors
- Ways for seniors to give back to their communities during the holidays
- Healthy habits for older adults

TECHNOLOGY & CYBERSECURITY

- Privacy tips for gamers
- How technology is improving healthcare
- Ways for your business to reach online holiday shoppers

TRAVEL, RECREATION & LEISURE

- Tips for a successful winter getaway
- Airport and customs tips for holiday travellers
- Ways to safeguard your home while you travel
- How to find the best travel deals this season