



2024 & 2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Estate planning and Legacy Giving Month

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

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Contrary to the misconception that estate planning is solely for the ultra-wealthy, it benefits everyone, regardless of net worth, marital status, or age. This feature highlights the importance of estate planning, covering key elements and practical advice to make it accessible for individuals at any life stage, providing confidence and foresight in navigating the unexpected. Strategically timed in Fall and then in May, which is nationally recognized as Leave a Legacy Month—a national initiative which encourages people to leave a gift through their will or another planned giving vehicle to a charity or cause that is meaningful to them.

- Proposed topic highlights:**
- PHILANTHROPIC PLANNING** — Exploring the impact of leaving a legacy gift.
 - EXPERT ADVICE** — Seeking trusted guidance in navigating the estate planning process.
 - WILLS, TRUSTS & INHERITANCES** — Delving into how Canadians are choosing the best methods of asset allocation for their needs.
 - LIFE INSURANCE** — Utilizing life insurance as an estate-planning tool.
 - TECHNOLOGY** — Examining how new software tools make estate planning easier than ever before.

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

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Reaching more senior executives, business owners and professionals

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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 |
|---------------------------|-------------------|-----------------|----------------------------------|
| October 8 | November 19 | November 26 | October 8 |
| March 13, 2025 | April 24, 2025 | May 1, 2025 | March 13, 2025 |