



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## Planned Giving - National Legacy Month

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

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Legacy giving in Canada offers individuals a valuable opportunity to make a lasting impact on their favourite causes. Released in May for planned giving awareness, this feature explores the impact of legacy gifts and the importance of seeking expert advice in the planning process.

**Proposed topic highlights:**

**PHILANTHROPIC PLANNING** — Understanding the impact of leaving a legacy gift.

**GUIDANCE** — Seeking expert advice in navigating the planned giving process.

**BENEFITS** — How legacy giving helps individuals and communities.

**TOOLS** — Leveraging new software tools to simplify legacy giving.

**TAX BENEFITS** — Maximizing impact through legacy giving's tax advantages.

**GET INVOLVED TODAY. CONTACT:**

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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
March 13, 2024	April 24, 2024	May 1, 2024	March 13, 2024