

RETIREMENT SPECIAL

A Practical Guide to Retiring Happy

May 1 – May 31, 2017

A retirement guide that takes a decidedly different approach than a lot of the scare mongering that's going on.

It will seek answers to three big questions:
How much do you need to retire?
How much will you get from the government?
How much do you need to save?

It will lead to a conclusion that Canadians are much better prepared than the finance industry leads them to believe.

Our business readers have over **\$715B in investable assets**

1.3M of our readers feel they haven't done enough saving for their retirement

126k of our readers expect to retire in the next year (index 119)

40% of our readers have used a financial planner in the last 12 months (index 165)



Editorial Elements

- Retirement Stress Calculator.
- Story on whether CPP will survive.
- How do you estimate your lifespan?
- Profiles of people who retire early – how they did it, are they truly happy?
- Case studies of preparing for retirement.
- How do you create a dividend portfolio that you can live off

Own the Audience

- Retirement Channel, 728x90 and 300x250
- Retargeting across The Globe and Mail
- May 1 – May 31, 2017
- +850k Impressions

Investment: \$ 20,625