

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ESTATE PLANNING AND WILLS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

A significant number of Canadians, who are without a will or proper planning, risk having a hefty portion of their assets go towards covering capital gains taxes and probate fees. The subject of protecting loved ones in case of disability or death may be difficult to broach, but it is an important step towards eliminating uncertainties and tough decisions that can come along with major life events.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 6, 2018

GET INVOLVED BY:
SEPTEMBER 25, 2018

MATERIALS DUE:
OCTOBER 23, 2018

Proposed topic highlights:

WILLS AND ESTATE PLANNING. We ask the experts about estate planning and making a will, which should start as soon as measurable assets are in place, as well as regularly updating the material to reflect changing goals and circumstances.

WEALTH TRANSFER CHALLENGES AND ADVICE. What are the most common wealth transfer challenges? How can expert advice help to make sound decisions?

LIFE INSURANCE. We highlight the role of life insurance as an estate-planning tool.

LEGACY GIVING. Philanthropy can be an important part of estate planning, how can Canadians maximize their charitable and legacy giving?

TECHNOLOGY. How are technology and digital innovation shaping the estate planning process?

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666,000

WEEKDAY READERS (Ontario)*

997,000

SATURDAY READERS (Ontario)*



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on ads next to content vs. GAM site
and Canadian average ††



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See page 2 for details...

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NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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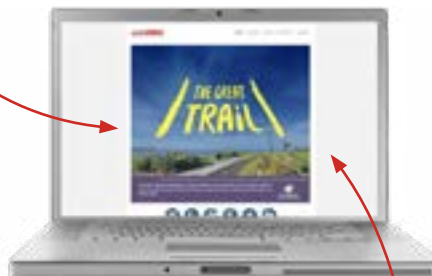


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