

Tax planning



PUBLICATION DATES: Wednesday, January 27, February 24, March 31
GET INVOLVED BY: Wednesday, December 2nd, January 13, February 24
MATERIAL DUE: Wednesday, January 20, February 17, March 24

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY
Tax planning – and solid long-term and short-term strategies – can help to meet financial goals and optimize the tax bill. This special feature highlights how pairing sound advice with a solid plan can not only help to avoid damaging tax and estate planning errors, but map out measures for advancing business, family and retirement goals and financial security.

Proposed topic highlights:

- EXPERT ADVICE** – The value of expert advice for navigating the tax system.
- FINANCIAL STRATEGY** – Integrating tax planning into a sound long-term strategy.
- TECHNOLOGY** – Digital tools for managing finances and tax preparation.
- ASSET MANAGEMENT** – Leveraging asset management strategies for achieving financial goals.
- ESTATE PLANNING** – Top recommendations and advice for will planning, gifts and trusts.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL SOLUTIONS.
PARTICIPATING ADVERTISERS
CAN BE MENTIONED/QUOTED
WITHIN CONTENT SPACE.

**THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE**

ONLINE: National Edition
4.1 MILLION WEEKLY DIGITAL READERS

PRINT: National Edition
936,000 WEEKDAY PRINT READERS
Source: Vividata Winter 2020 Readership Study National

WITH POWERFUL INTERACTIVITY RESULTS
35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

**Click on the report below to
see a similar feature**

