



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Estate planning and legacy giving

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It is a common misconception that estate planning is only a necessary step for the ultra wealthy. On the contrary, anyone regardless of net worth, marital status or age can benefit from estate planning in case that the unexpected happens. This special feature will put a spotlight on the importance of estate planning, its key elements and advice to get started.

Proposed topic highlights:
PHILANTHROPIC PLANNING — The impact of giving a legacy gift.
TRUSTED GUIDANCE — Seeking expert advice in navigating the estate planning process.
WILLS, TRUSTS & INHERITANCES — How Canadians are choosing the best method of asset allocation for their specific needs.
LIFE INSURANCE — Life insurance as an estate-planning tool
TECHNOLOGY — How new software tools are making estate planning easier than ever before.

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Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
Jan. 4 & Jan. 25	Feb. 7 & Mar. 8	Feb. 14 & Mar. 15	Jan. 4 & Jan. 25