



2023 NATIONAL - EDITORIAL - NEWSPAPER

GLOBE AND MAIL 2023 ROBO ADVISOR GUIDE

Throughout the market turmoil of the past decade, robo-advisors proved themselves as a convenient and cost-effective tool for managing investments. Canadians now see robo-advisors as an excellent tool to buy diversified, low-cost exchange-traded funds.

But much like human advisors, there are significant differences between robos in areas such as portfolio construction and returns.

The 2023 Globe and Mail’s Robo-Advisor Guide is a must-read source for investors to understand the differing fees, products and investment strategies. It highlights the factors that matter most to readers and assists them in making an informed choice on the robo-advisor that is best for them.

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45%
more likely to use/contribute to ETFs (past 6 months)

31%
more likely to use/contribute to Stocks/Bonds (past 6 months)

52%
more likely to be heavy stocks/bonds investors

Print Weekly Readers – 2,697,000

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

Booking Deadline	Material Deadline	Publishing Date
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