



2023 NATIONAL - EDITORIAL - NEWSPAPER

ROB CARRICK'S 2023 ETF BUYERS GUIDE



The universe of exchange-traded funds is expanding in a way that makes it ever harder for investors, particularly rookies, to build a portfolio.

The 2023 ETF Buyer's Guide is here to help sort through the clutter by identifying funds with the best track records and bang for your investment buck.

The ETF guide takes a tough approach to picking funds for inclusion. Instead of trying to offer a selection of everything available, the guide now uses a screening process to identify core funds for portfolio building.

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

52%
more likely to be heavy stocks/bonds investors

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

Saturday readership is 1,643,000 readers.

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

Standard Booking Deadline	Material Deadline	Publishing on Saturdays
January 23, 2023	February 10, 2023	February 18, 2023
January 23, 2023	February 24, 2023	March 4, 2023
January 23, 2023	March 10, 2023	March 18, 2023
January 23, 2023	March 24, 2023	April 1, 2023
January 23, 2023	April 6, 2023	April 15, 2023
January 23, 2023	April 21, 2023	April 29, 2023

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