



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Planned giving

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Legacy giving presents Canadians with a unique opportunity to create a meaningful impact and continue to uplift their favourite causes. This special feature, strategically published May – a month dedicated to raise awareness about planned giving – this special feature will explore the benefits of using wills other planned giving vehicles to support charitable causes.

- Proposed topic highlights:**
- PHILANTHROPIC PLANNING** – The impact of leaving a legacy gift
  - BENEFITS** – How legacy giving helps you and your community
  - GUIDANCE** – Seeking expert advice in navigating the planned giving process
  - TOOLS** – leveraging new software tools that are making legacy giving easier than ever before

**GET INVOLVED TODAY. CONTACT:**

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*Reaching more High-Net-Worth Investors with over \$500K in assets.\**

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
March 13	April 24	May 1	March 13