



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# ETFs World

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

Click on the report below to see a similar past feature



Exchange-traded funds (ETFs) are increasingly popular with investors in Canada. This special feature, produced in cooperation with the Canadian ETF Association (CETFA), explores how ETFs offer investors an investment tool for turbulent times. We explore how they can be used as part of a strategy to achieve your investment goals, how they can help you manage risk, and how they can be used to meet diverse needs and circumstances.

## Proposed topic highlights:

**TRENDS** – The present and future landscape of ETFs as an investment tool

**STRATEGY** – Growing product choice tailored to achieve investment goals.

**INNOVATION** – Innovative and diverse products for meeting diverse needs.

**EXPERT ADVICE** – Supporting portfolio design and management.

## GET INVOLVED TODAY. CONTACT:

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider



*The Globe and Mail is the #1 newspaper brand in Canada\**

*Reaching more senior executives, business owners and professionals\**

*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
February 16	March 30	April 6	February 16
October 3	November 14	November 21	October 3