



2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Financial wellness

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FINANCIAL RESILIENCY
Foundations for strength through financial ebbs and flows

How simple financial planning can lead to lifelong financial well-being
Putting together a financial plan with the help of a trusted professional can position you to withstand life's unexpected challenges

Canadians' top causes of stress

- Money: 38%
- Physical health: 26%
- Family: 20%
- Retirement: 15%

Planners provide more peace of mind than DIY
Three quarters of Canadians meeting with a professional financial planner feel more confident about their financial future than they did at this time last year.

Only 57% of Canadians who don't work with a financial planner say the same

FINDING A FINANCIAL PLANNER THAT'S RIGHT FOR YOU

For many Canadians, financial uncertainty and upheaval can add up to stress levels that impact their daily lives. This special feature, strategically timed during Financial Literacy Month, will shine a light on the importance of financial wellness, providing strategies from experts on how Canadians can achieve financial resilience.

PROPOSED TOPIC HIGHLIGHTS:

- ADVOCACY & EDUCATION** – Where to find reliable resources and support.
- LIFE-STAGES** – From financing education to supporting a family to retirement, expert advice on how to plan for life's milestones.
- PLANNING** – Financial advisors weighing in on personal goals and strategies.
- TECHNOLOGY** – Useful tools from programs to apps to help Canadians stay on track.
- GUARD AGAINST FRAUD** – Tips for boosting financial security and avoiding scams.

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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
September 13	October 25	November 1	September 13