



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Financial resiliency

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From navigating the affects of rising interest rates and inflation to setting out the financial road to retirement, financial resiliency is an important topic for all Canadians. This special feature will put a spotlight on the role of financial planning, provide advice and insights from experts, and outline top strategies for present and future financial wellbeing.

**Proposed topic highlights:**

**EXPERT ADVICE** — The value of guidance from trusted professionals

**TECHNOLOGY** — Utilizing technology to better serve Canadians

**LITERACY** — Improving the financial literacy of all Canadians, from students to retirees



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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+

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

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