



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## ETF investment trends

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Since they were first launched three decades ago, exchange traded funds (ETFs) have come a long way. More and more global investors are recognizing the potential benefits of this financial technology, which offers a rich diversity of investment exposures at low cost plus transparency and liquidity. This special feature, created in collaboration with the Canadian Exchange Traded Fund Association (CETFA), will explore the trends and drivers of ongoing growth of ETFs – and the outlook for the future.

### Proposed topic highlights:

**INVESTMENT TOOLS** – ETFs as building blocks in asset allocation and as vehicles to deliver factor-based investment outcomes.

**STRATEGIES** – What are the top ETF choices attracting the attention of retail and institutional investors?

**WEALTH MANAGEMENT** – Fee-based wealth advisory models and more.

**INNOVATION** – Product and service offerings attracting investors with diverse risk profiles.

**FORCE FOR GOOD** – ETFs as responsible investing tools driving societal transformation.

### GET INVOLVED TODAY. CONTACT:

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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
July 18	August 22	August 29	July 18
October 3	November 14	November 21	October 3