



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Financial Planning Week

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Financial Planning Week in Canada emphasizes sound financial management and strategic planning, offering Canadians a valuable opportunity to access resources, expert advice, and educational materials for enhanced financial knowledge. This special feature will highlight how Financial Planning Week fosters a culture of financial responsibility, encouraging individuals to set and achieve their financial goals for a secure and prosperous future.

- Proposed topic highlights:**
- FINANCIAL LITERACY INITIATIVES** — Exploring programs enhancing financial literacy.
 - EXPERT ADVICE** — Showcasing reliable professional guidance resources.
 - GOAL SETTING** — Highlighting the importance of setting financial goals
 - Success stories** — Sharing real life examples of improved financial practices
 - PERSONAL FINANCE TOOLS** — Spotlighting tools for effective management.

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 3, 2024	November 14, 2024	November 21 & 22	October 3, 2024