



2024 NATIONAL - EDITORIAL - NEWSPAPER

# ROB CARRICK'S 2024 ON-LINE BROKER RANKING



Interest in online investing has surged in recent years, as both trading volumes and applications for new accounts have skyrocketed.

But while many investors are considering online brokerages for the first time, The Globe and Mail has a long track record of providing guidance on the best options out there.

For nearly a quarter century, our online brokerage ranking has provided Canadian investors with necessary information to set themselves up for long-term investing success.

Rob Carrick, the country's leading personal finance writer, evaluates brokerages on a wide range of criteria, from ease of use to cost to the overall investing experience. Looking for commission-free ETF trading? Want to make sure your brokerage has a topnotch mobile app? Our guide offers insights into these crucial questions – and more.

Please note that this is a print only opportunity and advertising space is very limited.

**36%**  
more likely to be heavy stocks/bonds investors

**22%**  
more likely to use/contribute to ETFs (past 6 months)

**16%**  
more likely to contribute to mutual funds (past 6 months)

Print Weekly Readers – **2,592,000**

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

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