



2024 NATIONAL - EDITORIAL - NEWSPAPER

ROB CARRICK'S 2024 ETF BUYER'S GUIDE

The universe of exchange-traded funds is expanding in a way that makes it ever harder for investors, particularly rookies, to build a portfolio.

The 2024 ETF Buyer's Guide is here to help sort through the clutter by identifying funds with the best track records and bang for your investment buck.

The ETF buyer's guide takes a tough approach to picking funds for inclusion. Instead of trying to offer a selection of everything available, the guide now uses a screening process to identify core funds for portfolio building.

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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+

Standard Booking Deadline	Material Deadline	Publishing on Fridays
February 9, 2024	February 23, 2024	March 1, 2024
February 9, 2024	March 8, 2024	March 15, 2024
February 9, 2024	March 22, 2024	March 29, 2024
February 9, 2024	April 5, 2024	April 12, 2024
February 9, 2024	April 19, 2024	April 26, 2024
February 9, 2024	May 3, 2024	May 10, 2024