



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Estate planning and Legacy Giving Month

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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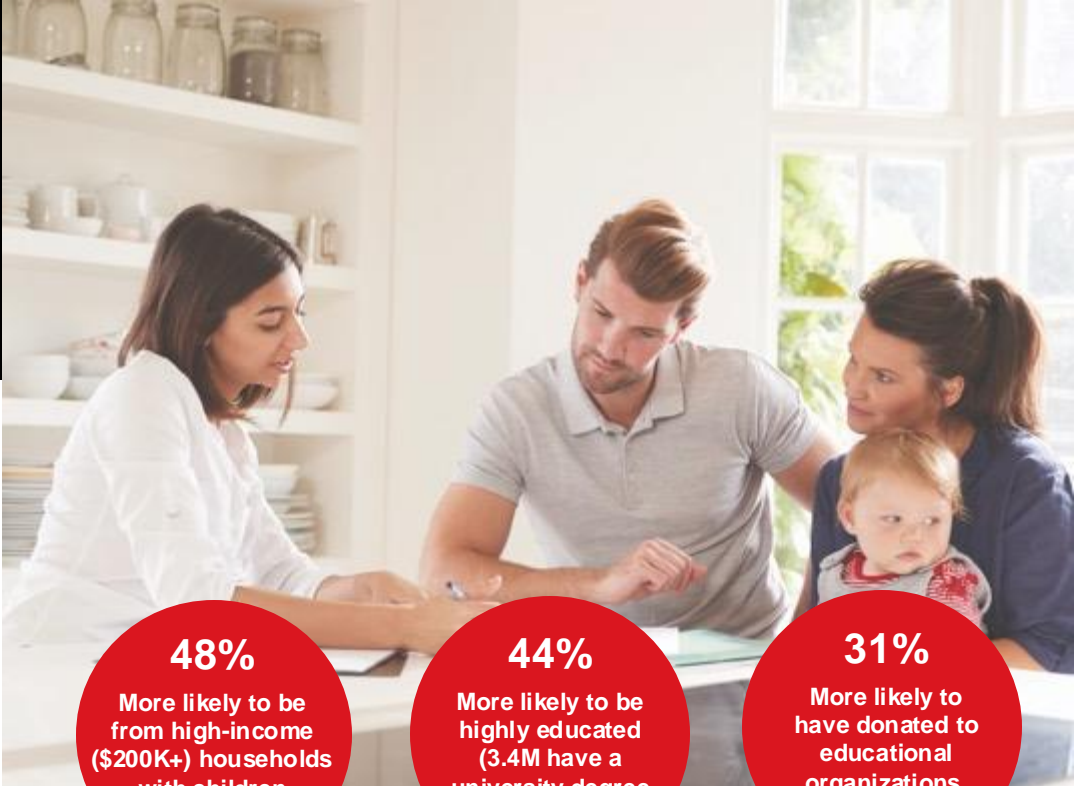


Contrary to the misconception that estate planning is solely for the ultra-wealthy, it benefits everyone, regardless of net worth, marital status, or age. This feature highlights the importance of estate planning, covering key elements and practical advice to make it accessible for individuals at any life stage, providing confidence and foresight in navigating the unexpected. Strategically timed in Fall as then in May, which is nationally recognized as Leave a Legacy Month—a national initiative which encourages people to leave a gift through their will or another planned giving vehicle to a charity or cause that is meaningful to them.

- Proposed topic highlights:**
- PHILANTHROPIC PLANNING** — Exploring the impact of leaving a legacy gift.
  - EXPERT ADVICE** — Seeking trusted guidance in navigating the estate planning process.
  - WILLS, TRUSTS & INHERITANCES** — Delving into how Canadians are choosing the best methods of asset allocation for their needs.
  - LIFE INSURANCE** — Utilizing life insurance as an estate-planning tool.
  - TECHNOLOGY** — Examining how new software tools make estate planning easier than ever before.

**GET INVOLVED TODAY. CONTACT:**  
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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,286,000**  
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
March 13	April 24	May 1
May 12	June 16	June 23
October 8	November 19	November 26