



# ETFs World

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In Canada, Exchange-Traded Funds (ETFs) have gained significant traction among investors seeking diversified and cost-effective investment options. With their low management fees, tax efficiency, and intraday liquidity, ETFs have become a preferred choice for both retail and institutional investors in Canada. This special feature, produced in cooperation with leading experts such as Canadian ETF Association (CETFA), explores how the Canadian ETF market continues to expand, offering investors an ever-growing array of investment opportunities across various asset classes and investment strategies..

**Proposed topic highlights:**

- TRENDS** – The present and future landscape of ETFs as an investment tool, providing insights into emerging trends and future developments shaping the market.
- STRATEGY** – Growing product choice tailored to achieve investment goals, offering investors a broader selection of strategies for their portfolios.
- INNOVATION** – Innovative and diverse products for meeting diverse needs, showcasing the ongoing evolution within the ETF industry.
- EXPERT ADVICE** – Exploring guidance from seasoned experts, leveraging their expertise to navigate the investment landscape effectively.
- ACCESSIBILITY** – Highlighting the accessibility of ETFs to investors of all levels, through online platforms, investment apps, and brokerage services.

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Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

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

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January 10	February 21	February 28	January 10
September 15	October 27	November 3	September 15