



2025 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:**
- PERSONAL FINANCE TOOLS** — Spotlighting tools for effective management.
  - SUCCESS STORES** — Sharing real life examples of improved financial practices
  - GOAL SETTING** — Highlighting the importance of setting financial goals
  - FINANCIAL LITERACY INITIATIVES** — Exploring programs enhancing financial literacy.
  - EXPERT ADVICE** — Showcasing reliable professional guidance resources.

GET INVOLVED TODAY. CONTACT:  
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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+

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