



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Financial Planning Week

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Why the personal touch of a professional financial planner is irreplaceable

Working closely with a professional ensures your unique personal finance circumstances, goals and aspirations are fully understood... **THE PERSONAL TOUCH**... **FINANCIAL LITERACY INITIATIVES**... **GOAL SETTING**... **EXPERT ADVICE**...

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 – **5,958,000**  
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 9	November 13	November 20 & 21	October 9