

Estate Planning

Protecting Wealth, Preserving Legacy

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Estate planning is no longer just the domain of the ultra-wealthy — it's a critical strategy for Canadians at all income levels who wish to protect their assets, minimize tax burdens, and provide clarity for loved ones. With rising intergenerational wealth transfers and growing interest in philanthropic legacy, this special feature will explore how Canadians can navigate complex estate planning decisions with confidence.

Proposed topic highlights:

Legacy & Philanthropic Planning – How Canadians are integrating charitable goals into their estate strategies to leave meaningful impact.

Succession & Continuity – Navigating intergenerational business and wealth transfers with a focus on governance, clarity, and family harmony.

Tax & Trust Strategies – The role of tax optimization, trusts, and corporate structures in protecting and transferring wealth efficiently.

Digital Tools & Modernization – How technology is making estate planning more accessible and transparent for Canadians at every stage.

Professional Guidance – Why working with multidisciplinary advisors is key to navigating the legal, financial, and emotional dimensions of estate planning.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com



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to be senior-level
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314,000 Senior
Managers/Owners

1.5x more likely
to be Managers,
Owners,
Professionals
1,028,000
MOPEs

1.9x more
likely to authorize
business purchase
decisions
1,048,000
BDMs

REPORT ON BUSINESS MAGAZINE READERSHIP (National)

Print/digital: 2,821,000

Print (average issue): 837,000 Digital (monthly): 1,645,000

Source: Vividata SCC Fall 2024, Total 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
July 3	July 24	August 28	<u>OCTOBER 2025 ISSUE</u> Digital – Friday, September 26 Print – Saturday, September 27