



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Planning with Purpose
Empowering Canadians through life insurance insight

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

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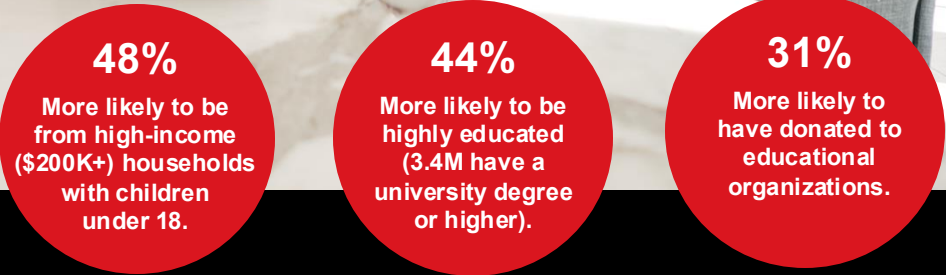


Life insurance remains a cornerstone of financial security for Canadians — providing peace of mind, income protection, and a lasting legacy for loved ones. As the industry evolves to meet the needs of diverse individuals and families, this special feature in will explore the role of life insurance in supporting long-term planning, wellness, and intergenerational resilience.

- Proposed topic highlights:**
- Protecting What Matters:** How life insurance offers critical financial protection for families, caregivers, and dependents.
 - Tailored Solutions:** Matching life insurance products to evolving life stages, health needs, and financial goals.
 - Legacy & Estate Planning:** The role of life insurance in charitable giving, inheritance, and intergenerational planning.
 - Employer-Sponsored Coverage:** How group life insurance supports employee well-being and talent retention.
 - Navigating Options with Confidence:** The importance of education and trusted guidance in choosing the right coverage.

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

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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+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
July 29	September 9	September 16
September 18	October 30	November 6