



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Estate planning and Legacy Giving Month

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

Click on the report below to see a similar past feature



Contrary to the misconception that estate planning is solely for the ultra-wealthy, it benefits everyone, regardless of net worth, marital status, or age. This feature highlights the importance of estate planning, covering key elements and practical advice to make it accessible for individuals at any life stage, providing confidence and foresight in navigating the unexpected. Strategically timed in Fall as then in May, which is nationally recognized as Leave a Legacy Month—a national initiative which encourages people to leave a gift through their will or another planned giving vehicle to a charity or cause that is meaningful to them.

- Proposed topic highlights:**
- PHILANTHROPIC PLANNING** — Exploring the impact of leaving a legacy gift.
 - EXPERT ADVICE** — Seeking trusted guidance in navigating the estate planning process.
 - WILLS, TRUSTS & INHERITANCES** — Delving into how Canadians are choosing the best methods of asset allocation for their needs.
 - LIFE INSURANCE** — Utilizing life insurance as an estate-planning tool.
 - TECHNOLOGY** — Examining how new software tools make estate planning easier than ever before.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

Content produced by Randall Anthony Communications, a Globe-approved provider



The Globe and Mail is the #1 newspaper brand in Canada

Reaching more senior executives, business owners and professionals

Reaching more High-Net-Worth Investors with over \$500K in assets.

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
September 16	October 28	November 4
October 8	November 19	November 26
March 13	April 24	May 1