



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 that provides peace of mind, income protection, and a lasting legacy for loved ones. As the industry evolves to meet the needs of diverse individuals, families and organizations, this special feature 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, organizations and dependents.
  - Tailored solutions:** Matching life insurance products to evolving life stages, health and business needs and financial goals.
  - Legacy & estate planning:** The role of life insurance in charitable giving, inheritance, intergenerational planning and business sustainability.
  - 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.

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

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
August 26	September 30	October 7
September 18	October 30	November 6