



# 2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## MAKE-A-WILL

## Encouraging Canadians to plan ahead for peace of mind

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

As Canadians become more mindful of long-term planning, “Make-a-Will” campaigns across the country are helping individuals and families take an important step toward protecting their loved ones and assets. Each province organizes its own campaign — from a dedicated week to a full month — to educate residents about the value of having a legally sound will and the risks of dying intestate. This special feature will spotlight how organizations, legal professionals, and financial advisors are empowering Canadians to make informed decisions about estate planning, wealth transfer, and legacy management.

## Proposed Topic Highlights

**ESTATE PLANNING AWARENESS** — How Make-a-Will campaigns across Canada are helping Canadians understand the importance of planning ahead — and the professionals supporting them through the process.

**LEGAL INSIGHTS —** The role of wills in safeguarding families, minimizing disputes, and ensuring assets are distributed according to one's wishes.

**DIGITAL ESTATE PLANNING** — The growing use of online will platforms and how technology is making estate planning more accessible.

## **FINANCIAL & TAX CONSIDERATIONS** — Expert advice on integrating wills with broader financial and tax strategies for intergenerational wealth transfer

## **LEGACY & PHILANTHROPY** — How planned giving and charitable bequests are helping Canadians create meaningful, lasting legacies.

**GET INVOLVED TODAY. CONTACT:**

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\$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
March 16	April 20	April 27
August 13	September 24	October 1
September 7	October 12	October 19
September 28	November 2	November 9