



ONLINE INVESTING

Investors are increasingly sourcing the Internet to stay up-to-date on the markets and their portfolios. While the Internet can be an empowering resource for investors, sifting through the plethora of information can be a daunting task. In 2010, The Globe and Mail's Online Investing reports will continue to be an important resource for investors, enabling them to be more knowledgeable, sophisticated and independent in their decision making.

TENATIVE TOPICS:

- Market Blogs: Notable bloggers worth following.
- Beyond fees: Assessing and accessing the additional value offered by your.
- The value of advice: How online brokers are responding to this need.
- Technophobia: Getting past the intimidation of trading on your own

GLOBE AND MAIL READERS:

- Are 21% more likely to have sought financial advice over the past 12 months.
- Investible assets are 2X higher than the average Canadian adult.
- Are 20% more likely to have a line of credit.
- Are 22% more likely to have an RRSP
- Are 35% more likely to have a mutual fund.

Source: 2009 NADbank Study

Deadlines

Publication Date: September 29, 2010

Booking Deadline: September 15

Material Deadline: September 22

THE GLOBE AND MAIL

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