

A special Globe and Mail information supplement

ADVERTISING FEATURE

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# FINANCIAL PLANNING WEEK

Expanding the possible.  
Empowering you.



**PUBLISHING DATE:**  
October 4, 2010

**SPACE CLOSING:**  
August 26, 2010

**MATERIAL DEADLINE:**  
September 26, 2010

Studies show that too many Canadians are failing to plan for their future. Personal debt is high, savings rates low, and the retirement of the baby boom generation will reveal the impact of underfunded retirement plans.

As part of its ongoing campaign to help Canadians achieve their financial goals and dreams through effective financial planning, the Financial Planning Standards Council (FPSC) has declared October 4 to 10 as Financial Planning Week. An initiative that has successfully raised consumer awareness about the importance of financial planning in the USA, Australia and the UK, Financial Planning Week was successfully launched in Canada in 2009, with dynamic events and activities that engaged consumers and a broad range of stakeholders in achieving financial wellbeing for all Canadians. This year's activities and initiatives promise to reach even more stakeholder groups with the value of financial planning message.

Produced in co-operation with the Financial Planners Standards

Council and timed to appear during Financial Planning Week (Oct 4 to 10), this special report will provide Canadians with an engaging, informative perspective on the importance of planning for their financial well-being.

Among its many topics, this report will explore:

- **Better prepared.** Findings from the recently released Value of Financial Planning study, conducted by The Strategic Counsel, clearly show that individuals who have a financial plan are better prepared for their future and feel better about it. What are the latest findings from this important study?
- **The value of an accredited advisor.** Whatever your stage of life a financial plan provides a road map to where you want to go. Accredited financial planners

weigh in on the value of the financial plan throughout life, and ways the planning process empowers individuals

- **Financial literacy.** As the recent financial crisis illuminated, improving financial literacy is important for Canadians, industry and government officials alike.

Other potential topics:

- Myths and common mistakes
- Getting started: Who to see, what to do
- Tips for working with your advisor
- Celebrate Financial Planning Week
- Test your financial planning knowledge

All this and more in this special report.

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> *The Globe and Mail is the #1-read publication by Canada's senior executives, read by 68% of all executives and by 71% of all presidents, CEOs and chairpersons.\*\**

## REACH YOUR AUDIENCE:

This special supplement will include a limited number of one-eighth, quarter-, half- and full-page advertising positions.

**Bonus:** The Globe will re-print additional copies of the report and provide a PDF e-version.

Included with your print advertisement, this report will appear online at [globeandmail.com](http://globeandmail.com) for 7 days and thereafter will be archived for 90 days.

Source: \*NADbank 2009 – 48 National Readership Markets & 21 National Product Markets (weekday readership). \*\*Business Pulse Study 2007.



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