

REACH CANADA'S PRIME DONOR AUDIENCE

Via the **Globe and Mail** & **National Post** • GTA Circ: **40,000**

YOUR GUIDE TO

Charitable Giving

2025

& ESTATE PLANNING®

SPRING Issue: April 18, 2025

Your Guide to Charitable Giving and Estate Planning is distributed across the GTA via the Globe and Mail and National Post and provides:

- profiles of prominent philanthropists and inspiring stories of volunteers aimed at motivating donors,
- timely, practical information on current issues facing the non-profit sector,
- ideas on developing a charitable giving plan including planning tools and tax-smart gifting tips for benefactors big and small.

Your Guide to Charitable Giving and Estate Planning® is an excellent opportunity for advertisers to strengthen their brand image and communicate their appeal to a highly desirable audience in a focussed editorial environment.

DISTRIBUTION: 40,000 copies **DATE:** Friday, April 18, 2025

- GLOBE AND MAIL & NATIONAL POST DISTRIBUTION HIGHLY DESIRABLE READERSHIP
- 40,000 COPIES IN THE GTA CANADA'S TOP DEVELOPMENT MARKET
- RELEVANT, ENGAGING TIMELY EDITORIAL CONTENT
- DIGITAL EDITION
IDEAL FOR SOCIAL MEDIA DISTRIBUTION



GET LISTED

Professional Advisors and
Charities DIRECTORY

Get your organization listed in the
2025 Guide to Charitable Giving and Estate Planning
“Green Pages” Directory

Put your contact information in front
of thousands of potential donors.

Deadlines: **SPRING 2025** • Ad Space - Feb. 19 • Ad Material - March 19

For information, contact Brights Roberts Inc. at (416) 485-0103. www.brightsroberts.com

YOUR GUIDE TO Charitable Giving & ESTATE PLANNING[©] 2025

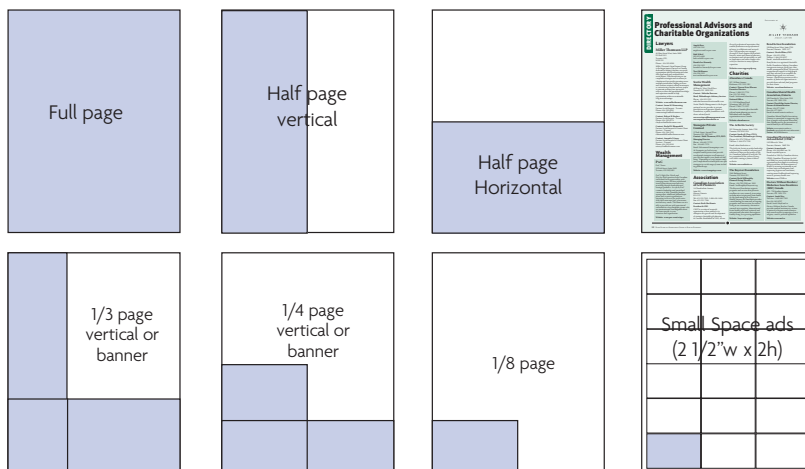
ADVERTISING RATES AND SPECIFICATIONS

Your Guide to Charitable Giving and Estate Planning[©] is a full colour, glossy magazine distributed twice per year (April & November) in the Greater Toronto Area via The Globe and Mail and National Post newspapers. Distribution is 40,000.

ADVERTISING RATES:

Full page	\$ 9,200
1/2 page horizontal	\$ 5,480
1/2 page vertical	\$ 5,480
1/3 page	\$ 4,200
1/4 page	\$ 3,000
1/8 page	\$ 1,960
1/4 page – banner	\$ 3,000
Green Pages Directory listing	\$ 500
Small Space ad	\$ 975

Discount for multiple issues: 10%



Title sponsorship and Listings page sponsorship are available

Deadlines:

SPRING 2025

Media space commitment: Wed., February 19

Advertising material: Wed., March 19

Publication date: Friday, April 18

FALL 2025

Media space commitment: Wed, Sept. 24

Advertising material: Thursday, October 9

Publication date: Friday, November 7

Advertising Placement:

Final advertising placement is at the discretion of the publisher. Advertising space is limited.

Payment Terms:

Payment is due upon receipt of invoice. For Directory listings, payment is due with order.

Advertising Material:

All material to be supplied digitally as a Print-Ready PDF file. Convert all files to CMYK. **Images should be 300DPI at 100%.**

Cancellation Policy:

The publisher reserves the right to reject, discontinue or omit any advertisement or editorial content, or to cancel any advertising contract for reasons satisfactory to the publisher without penalty to any party.

AD SPECIFICATIONS:

Full page (live area)	4 col x 140 lines	7.375" w x 9.875" h
Full page (trim)	--	8.375" w x 10.875" h
Full page (w/bleed)	--	8.625" w x 11.125" h
1/2 page hor'l	4 col x 70 lines	7.375" w x 4.9375" h
1/2 page vert'l	2 col x 140 lines	3.6875" w x 9.875" h
1/3 page vert'l	--	2.5" w x 9.875" h
1/4 page	2 col x 70 lines	3.6875" w x 4.9375" h
1/4 page – Banner	4 col x 35 lines	7.375" w x 2.5" h
1/8 page	2 col x 35 lines	3.6875" w x 2.5" h
Small Space ad	--	2.5" w x 2" h

Directory Listing: Name, Company, 100 Character description, phone, email, website

Email material to: creative@brightsroberts.com

Brights Roberts Inc.

305 - 500 Duplex Avenue Ph: (416) 485-0103
Toronto, Ont. M4R 1V6

YOUR GUIDE TO Charitable Giving & ESTATE PLANNING[©] 2025

ADVERTISING SPACE CONTRACT

CONTRACT #: _____

DATE: _____

ADVERTISER: _____

ADDRESS: _____

PHONE: _____ Email: _____

Hereinafter called the ADVERTISER agrees to purchase and Brights Roberts Inc. agrees to sell, subject to published rates and conditions, which are made part of this contract, the following space

AD SIZE: _____ RATE: _____ + HST

ISSUE: ☐ **SPRING** 2025 ☐ **FALL** 2025

CONTACT INFORMATION

ADVERTISING CONTACT: _____ PHONE: _____

MATERIAL CONTACT: _____ PHONE: _____

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NAME/TITLE OF AUTHORIZED OFFICER: _____

SIGNATURE: _____

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ACCEPTED BY BRIGHTS ROBERTS INC.

SIGNATURE OF AUTHORIZED OFFICER: _____ DATE: _____

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DIRECTORY LISTING CONTRACT

CONTRACT #: _____

DATE: _____

ADVERTISER: _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____ Email: _____

COST: \$500.00 + HST

ISSUE: ☐ **SPRING** 2025

☐ **FALL** 2025

LISTING INFORMATION

ORGANIZATION NAME: _____

STREET NAME: _____

CITY, PROVINCE, POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

STATEMENT OF PURPOSE (40 WORDS MAXIMUM)

CONTACT PERSON: _____

DIRECTORY CATEGORY (Please check one):

- ☐ Accounting ☐ Estate planning ☐ Financial planning ☐ Funeral services ☐ Gift planning ☐ Insurance ☐ Law
☐ Tax planning ☐ Trusts ☐ Wealth/investments management ☐ Charity ☐ Other _____

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