REACH CANADA'S PRIME DONOR AUDIENCE

Via the **Globe and Mail** & **Toronto Star** • GTA Circ: **69,000**

YOUR GUIDE TO Charitable Giving 2026 & ESTATE PLANNING ©

FALL Issue: Nov. 13 & 15

Your Guide to Charitable Giving and Estate Planning is distributed across the GTA via the Globe and Mail & Toronto Star newspaper 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.

DIST: 69,000 copies **DATE:** Nov. 13 (Globe) & Nov. 15 (Star)



- GLOBE & MAIL & TORONTO STAR DISTRIBUTION HIGHLY DESIRABLE READERSHIP
- 69,000 COPIES ACROSS THE GTA
  TORONTO, HALTON, PEEL, YORK & DURHAM
- 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

2026 Guide to Charitable Giving and Estate Planning

"Green Pages" Directory

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

Deadlines: **FALL** 2026 • Ad Space - Sept. 16 • Ad Material - Oct. 8

For information, contact Brights Roberts Inc. at (416) 602-3980 www.brightsroberts.com

Brights Published by **Brights Roberts Inc.** • 305 - 500 Duplex Ave, Toronto, ON M4R 1V6 • Ph: 416-602-3980 E. & O. E. August 2026

YOUR GUIDE TO

Charitable Giving

2026

& ESTATE PLANNING ©

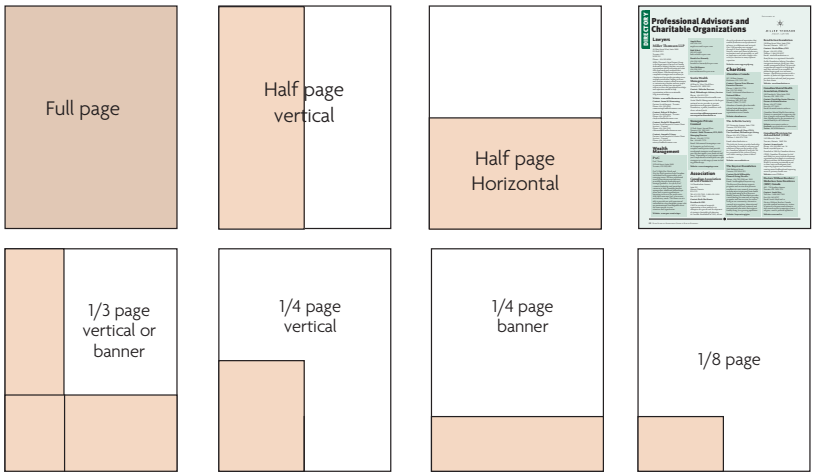
ADVERTISING RATES AND SPECIFICATIONS

Your Guide to Charitable Giving and Estate Planning© is a full colour, glossy magazine distributed twice per year (April & November) across the GTA via all subscription/home delivery copies of **The Globe and Mail** & **Toronto Star** newspapers. Includes: Toronto, Halton, Peel, York & Durham regions. Distribution is 69,000

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
1/4 page – banner	$ 3,000
1/8 page	$ 1,960
Green Pages Directory listing	$ 500

Discount for multiple issues: 10%



Title sponsorship and Listings page sponsorship are available

Deadlines:

SPRING 2026

Media space commitment: Wed., February 18
Advertising material: Wed., March 18
Publication date: Friday, April 17

FALL 2026

Media space commitment: Wed, Sept. 16
Advertising material: Thursday, October 8
Publication date: Friday, November 13

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

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

Email material to: ian@brightsroberts.com

Brights Roberts Inc.
305 - 500 Duplex Avenue Ph: (416) 602-3980
Toronto, Ont. M4R 1V6

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** 2026 ☐ **FALL** 2026

CONTACT INFORMATION

ADVERTISING CONTACT: _____ PHONE: _____

MATERIAL CONTACT: _____ PHONE: _____

AUTHORIZATION

NAME/TITLE OF AUTHORIZED OFFICER: _____

SIGNATURE: _____

DATE: _____

FOR INTERNAL USE ONLY

ACCEPTED BY BRIGHTS ROBERTS INC.

SIGNATURE OF AUTHORIZED OFFICER: _____ DATE: _____

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

YOUR GUIDE TO

Charitable Giving 2026

& ESTATE PLANNING ©

DIRECTORY LISTING CONTRACT

CONTRACT #: _____

DATE: _____

ADVERTISER: _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____ Email: _____

COST: $500.00 + HST

ISSUE: ☐ **SPRING** 2026 ☐ **FALL** 2026

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 _____

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