

# 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®

## FALL Issue: Nov. 7, 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, Nov. 7, 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:** **FALL 2025** • Ad Space - Sept. 24 • Ad Material - Oct. 9

For information, contact Brights Roberts Inc. at (416) 485-0103. [www.brightsroberts.com](http://www.brightsroberts.com)

# YOUR GUIDE TO Charitable Giving & ESTATE PLANNING<sup>©</sup> 2025

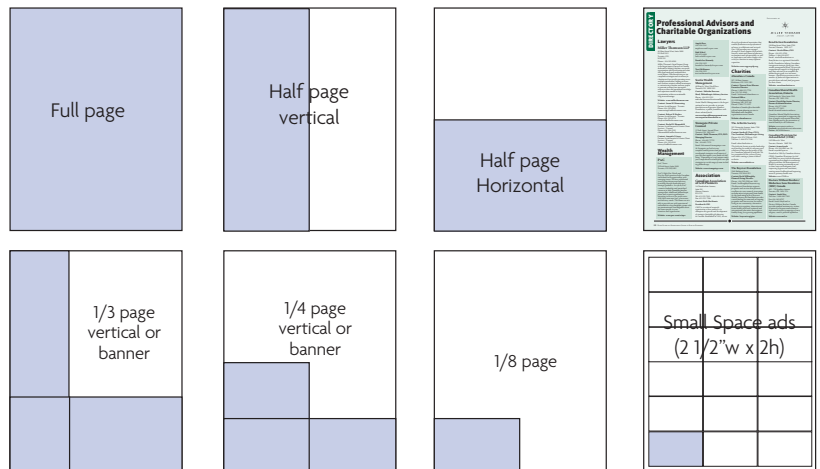
## ADVERTISING RATES AND SPECIFICATIONS

**Your Guide to Charitable Giving and Estate Planning<sup>©</sup>** 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](mailto:creative@brightsroberts.com)

### Brights Roberts Inc.

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Toronto, Ont. M4R 1V6

# YOUR GUIDE TO Charitable Giving & ESTATE PLANNING<sup>©</sup> 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: \_\_\_\_\_

### AUTHORIZATION

NAME/TITLE OF AUTHORIZED OFFICER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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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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