

Magazine Advertising 2010

The *Canadian Investment Guide* is designed to help investors work with their advisors and to reinforce the importance of sticking to a long-term investment strategy. The CIG is designed to be kept as a reference tool, and used by advisors to prospect and to build long-term client relationships.

CANADIAN Investment Guide 2010



The guide focuses on the different financial products, such as mutual funds, hedge funds, income trusts, etc., and what they bring to a portfolio. The CIG also highlights the long-term track records of top performing investments as selected by the **Canadian Investment Awards™**.
Published annually in December.
Space closing October 15, 2009.

According to our surveys, readers of the CIG are influential financial professionals and their preferred clients.

48,545 Financial Professionals*

- Readers per copy – 2.2
- 75% Male / 25% Female
- Average Age – 46
- 76% University/College Degree
- Average HH Income - \$179,300
- Average Net-worth - \$600,000
- Average Number of clients – 368
- Average dollars managed for clients - \$41 Million

75,000 Consumers**

- Readers per copy – 2.4
- 50% Male / 50% Female
- Average Age – 48 (41% between 25-44)
- 69% University/College Degree
- Average HH Income - \$106,000
- 40% have a portfolio worth \$249,000+
- 43% jointly decide with advisor where to invest money (6% leave it to advisor / 44% do it alone)

Distribution:

- 50,000 Financial Industry Professionals
- 25,000 Newsstand
- 50,000 Consumers hand-picked by the advisors

* Source: October 2007 Readership Survey conducted by Totum Research Inc

** Source: 2007 Readership Study

	Space	Material	Distribution
Canadian Investment Guide	Oct. 15	Nov. 6	Dec. 3

AD RATES (full colour)

Full Page	\$9,995
1/2 Page	\$6,495
1/3 Page	\$4,490
1/4 Page	\$3,590
1/6 Page	\$1,995
Double Page Spread	\$16,490

COVERS

Inside Front Cover DPS	\$21,435
Inside Back Cover	\$11,995
Outside Back Cover	\$12,995