



MEDIA KIT

**PROVIDING INDEPENDENT FINANCIAL RESOURCES
FOR CANADIANS SINCE 1981**

EDITOR IN CHIEF



Lana Sanchar

EDITOR



Peter H.

ABOUT

THE CANADIAN MONEYSAVER BRAND

Canadian MoneySaver is the acclaimed personal finance magazine with a reputation built on trust-worthy and down-to-earth services since 1981. Published nine times a year, in print and digitally, the website and accompanying podcast make it the essential resource for Canadians interested in personal finance and financial literacy.

Typically grounded in a monthly theme, Canadian MoneySaver partners with Canadian experts in the personal finance space including, Investing, savings, family budget, women in investments, and personal finance covering topics ranging from investing and savings to taxation, budgeting and ESG issues facing Canadians.

Canadian MoneySaver was built with the mission to educate and empower individuals to have the ability to take their finances into their own hands.



WHAT WE OFFER

MAGAZINE	WEBSITE	PODCAST
The Canadian MoneySaver Magazine is the only personal finance centric magazine offering a print edition in Canada. Its loyal subscribers can access the magazine in print and digital versions, making it a targeted channel for your advertising needs. With its exhaustive online archive, available on Canada MoneySaver's website, your advertising will benefit from the added value of extended exposure.	Canadianmoneysaver.ca is the recognized home of everything personal finance related in Canada. It is also the portal to every new issue and any past ones for our digital subscribers. Additionally, our proven expertise, special reports, and valued collaborations are an additional source of our growing and engaged audience.	Hosted by the power duo of Ellen Roseman and Lana Sanichar, the podcast welcomes various Canadian Experts in many facets of personal finance to discuss the in-depth subject " <i>du jour</i> " and give authentic information to its listeners.

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Readers per
Edition

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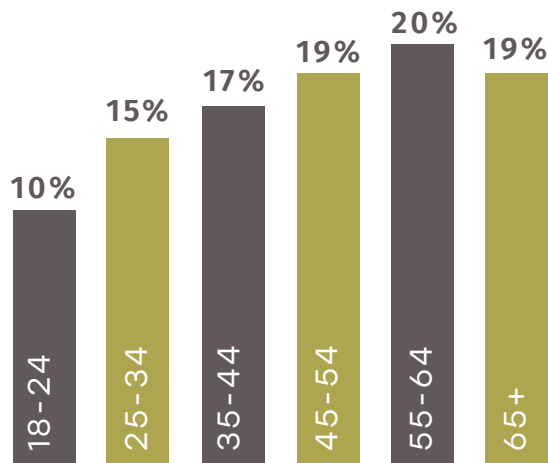
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6 000+

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Age Demographics



69%

31%



Gender Demographics

4 000

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2 000+

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