

# Magazine's advice user-friendly

About 10 years ago Dale Ennis became frustrated with the type of investment information that was available.

Investors had two choices, he found.

First, they could pay \$200 or \$300 a year to subscribe to a investment newsletter. The problem with these is that you have to be a sophisticated investor to understand what they're talking about.

The second choice was to obtain literature from mutual fund, life insurance or stock brokerage companies. This information could be hard to understand or detail only the products that were sold by that particular company.

## Find a need and fill it

Ennis decided to do something about it.

He started *Canadian MoneySaver*.

*MoneySaver* is a monthly investment publication that will educate you on all types of consumer and investment information.

The contributing editors must write their monthly articles in clear, concise, everyday language.

Ennis puts it this way: "If I don't think the average individual can understand the concept of the article, I simply don't print it."

The result is that *MoneySaver* subscribers obtain information on basic as well as complex strategies in easy-to-understand terms.

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The contributing editors to *MoneySaver* are from all over Canada and represent most financial companies or agencies.

You will find monthly articles on income tax, mutual funds, stocks strategies, travel tips, legal issues, small business concerns and general financial planning.

Subscribers are encouraged to contact the contributing editors about their articles if they have any questions. There's no fee involved and at times answers very important questions for the individual.

Ennis believes that investment issues are not that complex — there is just a lot of information to absorb. He also believes that every consumer can educate himself and make his own decisions. His monthly magazine is based on this premise.

The only advertising you will see in *MoneySaver* is for products or services that are offered at a discount to subscribers. The magazine is funded by it's subscribers.

By now, you are wondering what it costs.

Eleven 34-page monthly issues cost a total of \$19.95 a year. (And that includes GST.)

## Clear, concise and affordable

Ennis says not only should information be clear and concise, it should be affordable.

He also wants you to see for yourself.

*Edmonton Sun* readers can obtain a free copy of the magazine by simply requesting one.

Write to: *Canadian MoneySaver*, P.O. Box 370, Bath, Ont., K0H 1G0.

Peter Premachuk is president of J.P. Financial & Tax Services.