

PEOPLE WHO READ NEWSPAPERS  
**AND PEOPLE WHO  
HAVE MONEY HAVE  
ONE THING IN COMMON.**



Newspaper ads, both print and online, play a key role in helping people make their banking and investment decisions.

Newspapers and their sites outperform all other media in engaging Canadians, including high-income adults, Boomers, Business Decision Makers and even Millennials

All of which makes advertising in newspapers a very smart move.

[newsmediacanada.ca](http://newsmediacanada.ca)

 **News Media Canada**  
**Médias d'Info Canada**