

# 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.