

INVESTING Series

INVESTING V - Thurs. Oct. 22

Booking: Wed. Oct. 14 / Material: Fri. Oct. 16

INVESTING VI - Thurs. Nov. 12

Booking: Wed. Nov. 4 / Material: Fri. Nov. 6

INVESTING VII - Thurs. Nov. 26

Booking: Wed. Nov. 18 / Material: Fri. Nov. 20



Our well received Investing series covers an array of financial topics: The increasingly popular ETFs, gold investments, Mini Futures contracts (SCF), Dividend Reinvestment Plans, TFSA, university-grad investors, pensions, portfolio services, SRI (Socially Responsible Investment funds) Advisors, direct brokerages, and much more.

LINEUP:

NEW FRONTIER: In recent years, ETFs have overtaken mutual funds as a lower cost way to diversify risk. And the number of products available in Canada have quickly proliferated from half a dozen to the more than 100 versions currently listed on the Toronto Stock Exchange. What to look for and what to avoid (low liquidity, relatively high fees, foreign exchange exposure) in ETFs.

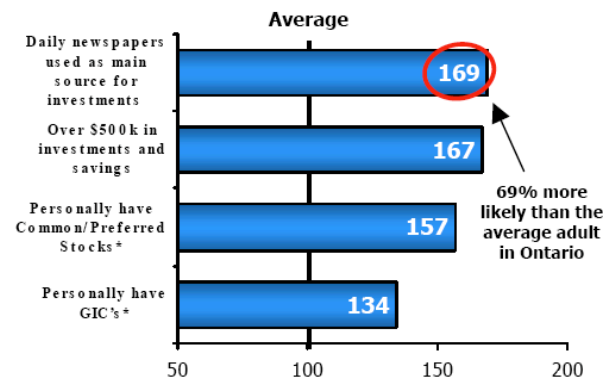
THE GOLD STANDARD: Gold has been a hot investment in the U.S. dollar's volatile days. But what does it mean to "invest in gold," aside from buying the precious metal (which is now available through vending machines!)? Story will look at gold-proxy investments, including various gold mining companies and ETFs and their relative merits.

MINI IS BIG: Mini Futures Contracts (SCF) are popular but Just how viable and affordable are these "mini" contracts to the individual investor? And who are some of the brave souls who are daring to play with them - and what has been their experience so far?

ELIMINATING THE MIDDLE MAN: Why Dividend Reinvestment Plans or Drips are a great vehicle if you hate paying financial fees and brokerage commissions.

Cont...

Star readers are investors...



Source: NADbank 2008, read yesterday
Base: Ontario, Adults 18+, (*outside of RRSP)

The Toronto Star reaches...

- 1,096,000 readers daily in Ontario
- 518,200 Adults 25-54 in Ontario
- 6301,700 adults with household income of \$75,000 or more
- 667,900 adults with RRSP's/RRIF's in Ontario
- 516,500 adults with investments outside of an RRSP
- 490,900 principle wage earners in Ontario

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An additional charge may be applied for late material or late revisions

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TAXING YOUR SAVINGS: Are too many Canadians squandering an opportunity on Tax Free Savings Plans to invest tax-free? Why everyone should be setting up a plan!

EDUCATING NEW INVESTORS: University graduates watched as their parents savings tumbled last year. Now that these graduates have their first jobs, some are wary of investing in a marketplace that they know can go down, as well as up. What advice do investment advisors and financial planners have for these first-time employees? Is it important that they begin investing in the market? If so, why? And what are some strategies that could help soothe their worries about market volatility?

AGE OLD PROBLEMS: Some of the biggest casualties of the recession were soon-to- retire investors who watched as the market beat their long-earned savings into a pulp. What advice do financial planners/investment advisors have for those in their early 60s, who perhaps exited the market and are contemplating returning? Or for those who are still feeling nervous about the market and wondering whether to exit?

PORTFOLIO SERVICES: Several banks offer portfolios that include clusters of mutual funds. The clusters are designed for particular kinds of investors - conservative, aggressive, etc. Given that many mutual funds took a dive during the recession, why do these portfolios remain a useful and attractive option for investors?

SRI ADVISORS: You eat pesticide-free strawberries and sip fair trade coffee. It makes sense that you'd want an investment advisor who understands the importance of socially responsible investing. As Socially Responsible Investment funds have grown in popularity, a growing number of investment advisors specialize in SRI funds. This article would focus on advisors who not only aim to generate profits for their clients, but do so in a way that improves the planet.

MUTUAL ADMIRATION: Mutual funds have been hit with net redemptions so we look for any safe havens and analyze what sectors may out perform in 2010.

MAKING THE SWITCH: Volatile markets are causing more people to switch to direct brokerages. Account openings at BMO and other establishments the past few months are at record levels.

HELPFUL TIPS: Tips for successful investing regardless of the state of the economy.

EMOTIONAL VS. RATIONAL INVESTING: As markets rebound, where do we go from here? Emotionally-driven investors tend to buy high and sell low. They lose precious capital during periods of short-term volatility. Rational investors stick to a long-term investment strategy, as short-term investing rarely proves effective.

DIVERSE ECONOMY: Global diversification exposes Canadian investors to a world of opportunities beyond our shores.

YOUNG AT HEART: If you're just starting out in the investment game, who do you rely on for tips - qualified investment consultants

THE BIG FIX: Many governments are increasing spending on infrastructure to keep their economies moving . Governments are turning to the private sector to fund construction and renewal projects so we look at where the best opportunities are to invest?

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