

# Safe and Secure

Saturday March 7, 2009

Booking Deadline: Tues. Feb. 24

Material Deadline: Thurs. Feb. 26



## Proposed Editorial Lineup

**COVER:** Credit card security, especially with the introduction of new chips that demand PIN numbers, is upper most on people's minds these days - are they a good thing to have?

**BANKING ON SECURITY:** What are the most recent steps taken by your bank to make sure online transactions are safe and secure?

**HOME SECURITY:** We talk to insurance companies and ask them for the 10 steps people should take to make their homes more secure and if the steps will lead to smaller premiums?

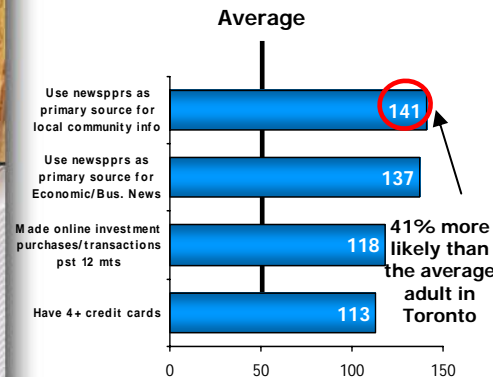
**ONLINE SECURITY:** We are being asked to buy and sell more and more on the internet and thus we're leaving our credit info open for more people to hack - what steps are being taken to keep it safe?

**CAR SECURITY:** New GPS technology may mean the end to stolen vehicles in the future - or will it?

**INSURANCE FEES:** A chart outlining what companies are offering in the form of car and home security and some costs.

**PERSONAL SECURITY:** We look at hand-held devices that will alert police and bystanders should you be attacked.

### Toronto Star readers...



Source: NADbank 2007, read Star yesterday; Base: Toronto, CMA

### The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **371,900** adults with household incomes of \$100,000 or more
- **427,400** principal wage earners
- **830,400** adults with credit cards
- **466,500** adults obtaining a credit card in the past year
- **597,400** adults that made any online purchase/ transaction, past 12 months
- **356,300** readers that use an ATM most often for banking transactions

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