

Tax Strategies

Thursday, January 29, 2009

Booking Deadline: Wed. Jan. 21st

Material Deadline: Fri. Jan. 23rd



Proposed Editorial Lineup

COVER: Outline the dos and don'ts at tax time and the new rules readers should be aware of.

LOSING PROPOSITION: We sit down with Ernst&Young at see how taxes are driving your investment decisions.

THAT'S LIFE: Tax exempt life insurance policies as a tax strategy.

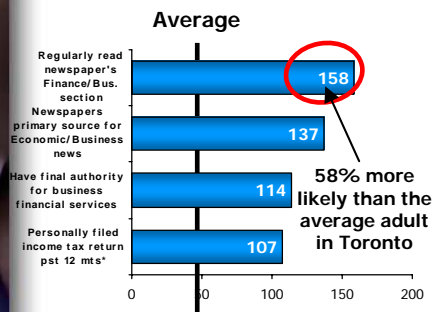
TAX RELIEF: How can you keep taxes down for your kids when you die.

WHERE THERE'S A WILL: Ways to mitigate probable death fees that go to the tax man.

HELP!: How to evaluate your investment adviser or money manager.

TAXING SITUATION: As stock prices plunge, investors may be able to get something out of the disaster by selling shares at a loss to recover capital gains tax paid the past three years.

Star readers are financially savvy



Source: NADbank 2007, read Star yesterday;
Base: Toronto, CMA
*Source: PMB 2008 Two-Year Database; Base: Toronto

The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **371,900** adults with household incomes of \$100,000 or more
- **751,000** readers that filed an income tax return in the past 12 months*
- **381,900** readers that have made online banking transactions in the past 12 months
- **612,000** readers that donated to a Canadian charity in the past 12 months*
- **309,000** readers that have a will: only **97,000** have updated in the past 2 years*

Source: NADbank 2007, read Star yesterday; Base: Toronto, CMA
*Source: PMB 2008 Two-Year Database; Base: Toronto