



CANADIAN FAMILY OFFICES

MEDIA KIT 2024

[CANADIANFAMILYOFFICES.COM](https://canadianfamilyoffices.com)



WHAT IS CANADIANFAMILYOFFICES.COM?

CanadianFamilyOffices.com is an exciting news initiative serving the family office space. A partnership between Postmedia (The Financial Post) and Narrowcontent Networks, the website lifts the veil on this sector and its management of ultra-high-net-worth Canadian families and their assets.

CANADIANFAMILYOFFICES.COM



WHAT IS OUR OFFERING?

CanadianFamilyOffices.com offers news, education and sophisticated insights from experts, who will empower readers to navigate this financially complex world and help them preserve, manage and grow their wealth. CanadianFamilyOffices.com promises to give its readers the most in-depth, robust and unbiased look at the family office industry in Canada.

CANADIANFAMILYOFFICES.COM



WHAT CAN MEMBERS EXPECT?

- A branded Member Page for your company
- Exposure to a high-value audience through a premium content vertical within a growing category
- A voice in current industry discussions
- Access to an exclusive group of like-minded organizations
- Increased brand SEO
- Articles about your company, written by the CFO team with your direction
- Active organic and paid promotion to increase the reach of your content to customized audience segments
- Access to customer insights tools and opportunities for co-branded research initiatives
- Access to CFO events and panel discussions



AUDIENCE ANALYTICS

WEBSITE STATS (Jan-Oct'23)

Site Visitors: 43K+ Monthly
Page Views: 386K+
Monthly Page Views: 35K+

NEWSLETTER STATS (Oct'23)

Total Subscribers: 4,259
Open Rate 48% (INDUSTRY BENCHMARK 19%)
Click-Through Rate 18% (INDUSTRY BENCHMARK 18%)
Pages/User 2.24 (PMN BENCHMARK 1.91)
Session Duration 2:21 (PMN BENCHMARK 1:55)

LINKEDIN STATS (Oct'23)

Followers: 5,355
Post Clicks: 9,486
Reactions: 2762
Shares: 474
Comments: 127
Engagements: 12,849
Engagement rate: 5.65%

Canadian Family Offices is now publishing a newsletter Sundays and Wednesdays. If you're not already a newsletter subscriber [Subscribe Now](#)

Sections Search

Canadian Family Offices

Fundamentals Wealth Life & Family Commentary Philanthropy Family Business Estate Planning Member Directory Member Content About Us Newsletter

AWARD-WINNER
Best Overall Fund Family Group Over Three Years
2022 Refinitiv Lipper Fund Award
[LEARN MORE](#)

REFINITIV LIPPER FUND AWARDS
2022 WINNER CANADA

Presented by PBY Capital **PBY Capital**

Luxury cottage prices resist the pull back to earth
Properties worth \$5 million are sitting for longer, however, and buyers are no longer willing to buy just anything
LIFE & FAMILY

Why economist Wendy Smith went from trading floor to DEI work
FUNDAMENTALS

How to be a female-friendly advisor: Get the risk right
COMMENTARY

One advisor's do's and don'ts in aiding the next generation of enterprising families
COMMENTARY

Father's illness drove young sisters to take over Calgary's Britt Radius
FAMILY BUSINESS

MEMBERS

Investor Services RBC Investor Services
Providing comprehensive asset servicing solutions for family offices.

Lysander Funds
Specialized solutions that are right for you. Independent, focused investment strategies for Canadian investors.

Conso Investment Counsel Ltd.
Conso believes that fundamental analysis and security selection adds value compared to a more passive approach.

PBY Capital
Providing our clients with the strongest investment strategies possible.

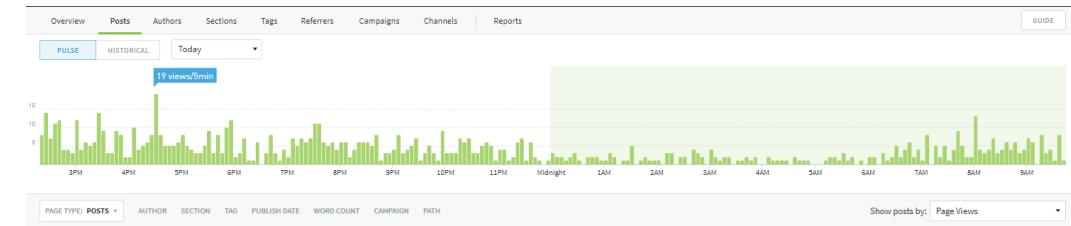


REPORTING

CAMPAIGN AND AUDIENCE ANALYTICS

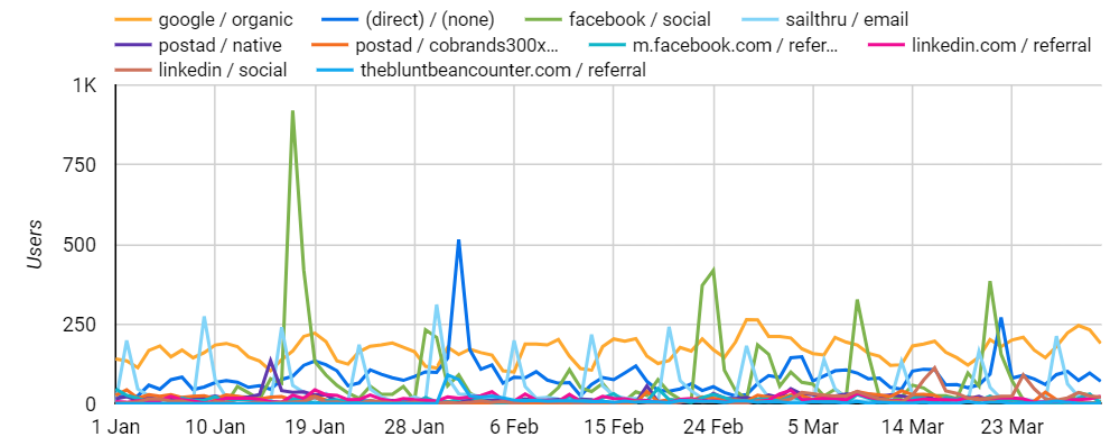
Canadian Family Offices leverages Parse.ly and Google Analytics to deliver best in class reporting.

Membership includes regular reporting covering qualitative and quantitative performance of your member content, advertising campaigns and updates on Canadian Family Offices site Analytics.



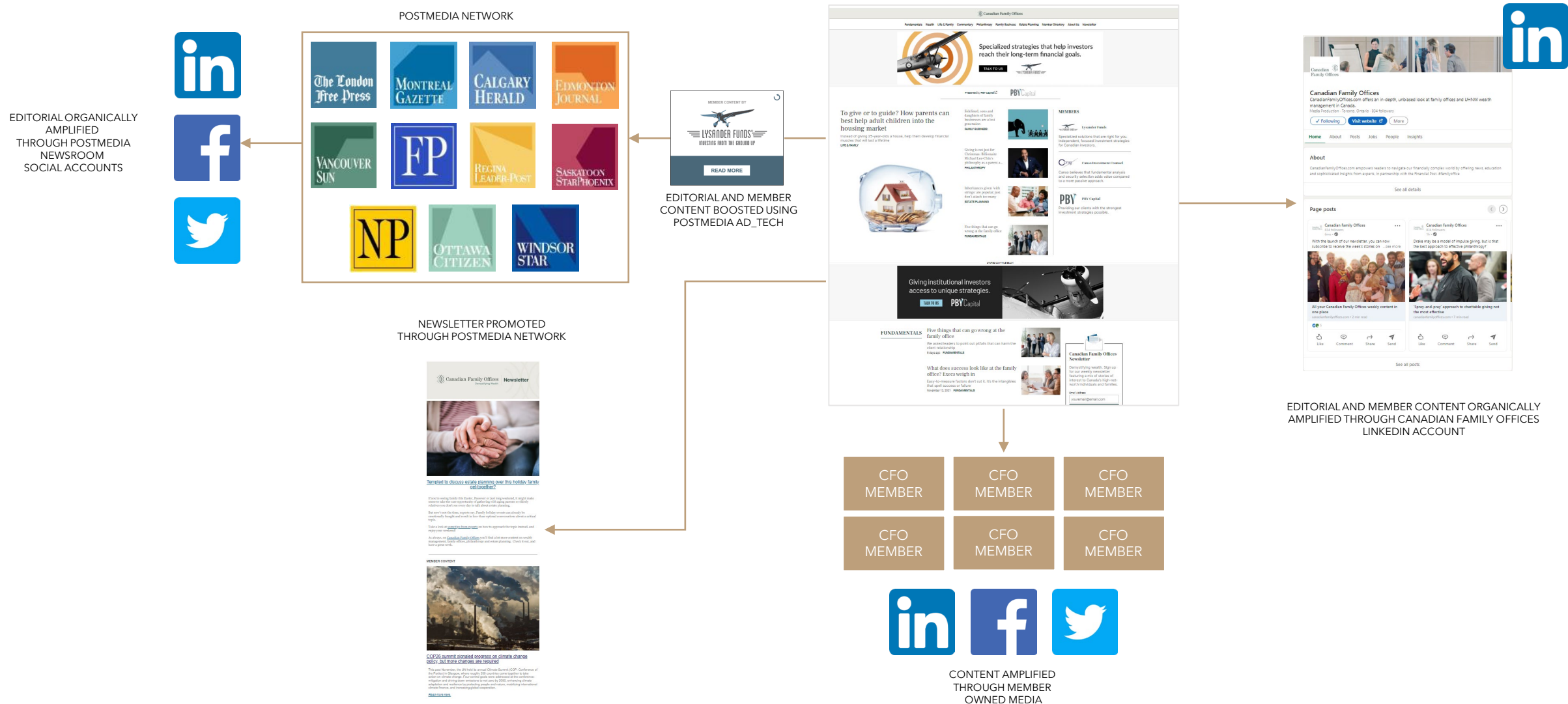
Page Views	Visitors	Avg. Time	New Posts
235	214	0:59	0

	Views: 24 Hours	Content	Page Views
1	Montreal family enterprise Broccolini carries on with founder Donato's spirit of community building [2]	Apr 25 Natalya Anderson family-business [38.8%	56 visitors 0:47 avg. time 56
2	What to do if you've been left out of the will [2]	May 02 Kathy Kerr estate-planning [36.8%	52 visitors 1:12 avg. time 54
3	How liquid is the bond market? Should it matter to investors? [2]	Apr 08 Peter Kertler member-content	15 visitors 0:08 avg. time 17
4	The ins and outs (and pitfalls) of borrowing from your own company [2]	Jun 14, 2021 Nancy Groun for Canadian Family Offi commentary [30.0%	12 visitors 1:45 avg. time 12
5	COF26 summit signaled progress on climate change policy, but more changes are required [2]	Apr 05 Julia Ainsworth member-content [30.0%	10 visitors 0:08 avg. time 11
6	Market must-reads: Canpo's Market Observer provides outlooks and insights for 2022 [2]	Apr 05 Joe Chidley member-content [30.0%	8 visitors 0:44 avg. time 8
7	Anatomy of a bond — and why some debt is better than others [2]	Mar 04 Peter Kertler member-content	7 visitors 0:08 avg. time 7
8	Consider it a gift to your family: Using a trust in your will means no surprises later [2]	Aug 16, 2021 Mary Gooderham estate-planning [30.0%	6 visitors 1:40 avg. time 6
9	A living trust can reduce family taxes, minimize disputes [2]	Jul 22, 2021 Mary Gooderham estate-planning [30.0%	5 visitors 1:20 avg. time 5





AUDIENCE





MEMBER PACKAGES

[CANADIANFAMILYOFFICES.COM](https://canadianfamilyoffices.com)





MEMBERSHIP

MEMBER CONTENT

Share your expertise and position your brand as leader within the Family Office industry.

Contributor ,Thought Leader and Founder level memberships include access to full content ideation, production and marketing services.



This article is **Member Content** , provided by **Lysander Funds Limited**



Member Content

Is your investment portfolio keeping ahead of inflation?

Some investment products promise inflation protection — but at what cost?

Peter Kenter • Postmedia Content Works
Oct 14, 2022 • 6 days ago • 4 minute read



Credit: Getty Images PHOTO BY GETTY IMAGES

Canada's year-over-year inflation rate stood at 7.6 per cent in June 2022, just shy of the 39-year high rate of 8.1 per cent recorded in July 2022. Wary investors looking for inflation protection may turn to products that offer a hedge against inflation — but it's important to look at exactly what these products promise before committing.



This article is **Member Content** , provided by **PBY Capital**



Member Content

Why ESG matters: The three questions asset owners need to ask managers

"It's important to assess your current portfolio and understand the material ESG risks it faces."

Teresa Mary Bitti • Postmedia Content Works
Sep 20, 2022 • September 20, 2022 • 4 minute read



Credit: Getty Images

Internet searches for environmental, social and governance, or ESG, increased fivefold since 2019 as more people turn their attention to issues of climate change, social justice and equity and the risks they pose to the planet and portfolios.



MEMBERSHIP

SURVEYS+INDUSTRY RESEARCH

Leverage the Canadian Family Offices survey tool and tap into our community to glean industry insights, solicit reader opinions and support research initiatives.

Thought Leader and Founder level memberships include tiered access to the survey tool.

 Canadian Family Offices

The editors of Canadian Family Offices have prepared a 2 question survey to better understand your preferred method(s) of accessing articles.

[Start Survey](#)

Survey produced by Canadian Family Offices

 Canadian Family Offices

How many Canadian Family Offices articles do you read in a typical week?


☐ 1-2

☐ 3-5

☒ 6 or more

☐ I don't read an article every week

Survey produced by Canadian Family Offices

 Canadian Family Offices

What is (are) your primary means of receiving Canadian Family Offices (CFO) articles? Select all that apply.

☐ Canadian Family Offices newsletter

☐ I follow CFO on LinkedIn

☒ I see CFO articles on Facebook

☐ I have the CFO site bookmarked

[Next](#)

Survey produced by Canadian Family Offices



SUPPORTER MEMBERSHIP

\$9,000 PER ANNUM

1 branded membership page on CanadianFamilyOffices.com
Access to editorial boosting service (see slide 13 for details)
Access to Canadian Family Offices panel discussions and events



CONTRIBUTOR MEMBERSHIP

\$30,000 PER ANNUM

- 1 branded membership page on CanadianFamilyOffices.com
- 6 member content articles per year about your organization
- 900,000 content amplification impressions
- 600,000 targeted brand impressions
- 6 featured posts in the Canadian Family Offices Newsletter
- 6 organic social posts via the Canadian Family Offices LinkedIn account
- Access to Canadian Family Offices panel discussions and events
- Access to editorial boosting service (see slide 13 for details)



THOUGHT LEADER MEMBERSHIP

\$48,600 PER ANNUM

- 1 branded membership page on CanadianFamilyOffices.com
- 12 member content articles per year about your organization
- 1,800,000 content amplification impressions
- 1,200,000 targeted brand impressions
- 12 featured posts in the Canadian Family Offices Newsletter
- 12 organic social posts via the Canadian Family Offices LinkedIn account
- 1 Sponsored Survey
- Seat on the Canadian Family Offices Advisory Board
- Access to Canadian Family Offices panel discussions and events
- Access to editorial boosting service (see slide 13 for details)



FOUNDER MEMBERSHIP

\$81,540 PER ANNUM

- 1 branded membership page on CanadianFamilyOffices.com
- 24 sponsored articles per year about your company
- 3,600,000 content amplification impressions
- 2,400,000 targeted brand impressions
- 24 featured posts in the Canadian Family Offices Newsletter
- 24 organic social posts via the Canadian Family Offices LinkedIn account
- 2 Sponsored Surveys
- Seat on the Canadian Family Offices Advisory Board
- Access to Canadian Family Offices quarterly panel discussions and events
- Access to editorial boosting service (see slide 13 for details)



EDITORIAL BOOSTING

AMPLIFYING EARNED MEDIA

Has your company been mentioned, or your expertise highlighted by Canadian Family Offices? Share the coverage with clients, colleagues and potential customers with a prescriptive media amplification plan.

LEVEL ONE

150,000 Co-Branded + Infeed Impressions
Canadian Family Offices Newsletter Promotion

\$3000

LEVEL TWO

300,000 Co-Branded + Infeed + Social Impressions
Canadian Family Offices Newsletter Promotion

\$5000

CANADIANFAMILYOFFICES.COM

This section is Presented by PBYP Capital

Commentary

Cayman Islands an increasingly popular magnet for Canadian wealth

Sophisticated financial hub with special links to Canada has come a long way from its sleepy beginnings in the 1960s

Philip Paschalides and Philip Aubry for Canadian Family Offices

Published Oct 18, 2023 • Last updated Oct 19, 2023 • 7 minute read



The financial district in Georgetown, Cayman Islands. Through a cooperative bilateral relationship, Canada and the Cayman Islands have developed strong economic ties. PHOTO BY GETTY IMAGES

"Cows wandering through Georgetown, one bank, only one paved road, and no telephones." William Walker's [first impressions of the Cayman Islands in the 1960s](#) are the antithesis of today's bustling, connected, international financial services centre that the visionary attorney helped to create. If Walker could see Cayman through those same eyes today, the island would be virtually unrecognizable.



CONTACT US

We look forward to discussing any questions
you may have about becoming a member.

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