



CANADIAN FAMILY OFFICES

MEDIA KIT 2025

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



WHAT IS CANADIANFAMILYOFFICES.COM?

CanadianFamilyOffices.com is the only media platform exclusively for and about family offices and the family office ecosystem in Canada. Five days a week, Canadian Family Offices delivers relevant news, expert insights and informed opinion to the wider family office and wealth management community, covering investing and markets, philanthropy, lifestyle, family business, estate planning and more.

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



OUR AUDIENCE

WEBSITE STATS

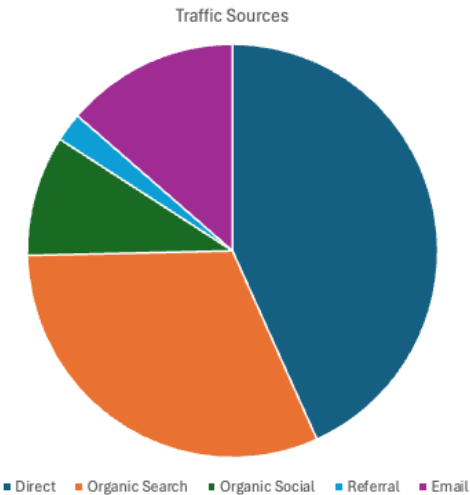
Monthly Site Visitors: 30K+
Page Views: 500K+
Monthly Page Views: 45K+

NEWSLETTER SUBSCRIBERS

Total Subscribers: 7,336
Open Rate 30.2% (INDUSTRY BENCHMARK 19%)
Click-Through Rate 21%
Pages/User 1.78
Session Duration 1:56

LINKEDIN COMMUNITY

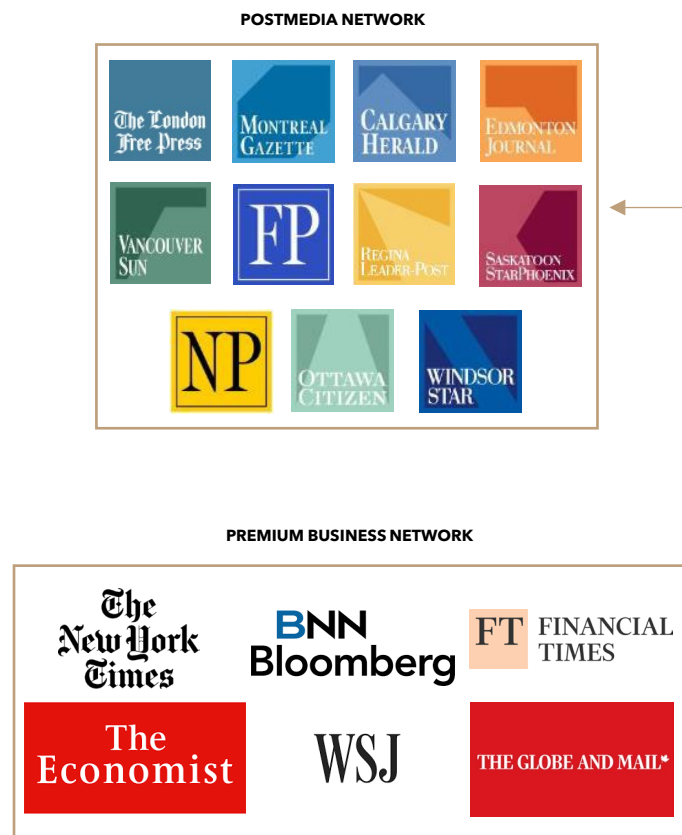
Followers: 12,519
Engagement rate: 5%



COUNTRY	ACTIVE USERS
Canada	56K
United States	13K
United Kingdom	1K
Australia	684
India	582
Netherlands	382
Ireland	362

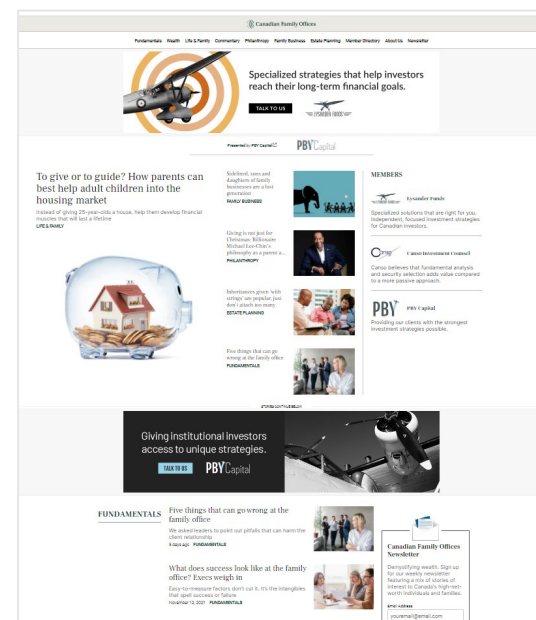


CONTENT DISTRIBUTION



MEMBER CONTENT BY
LYSANDER FUNDS
QUESTING FROM THE GROUND UP
READ MORE

ACTIVE PAID PROMOTION
OF MEMBER CONTENT
THROUGH PREMIUM
NEWS AND BUSINESS
CHANNELS

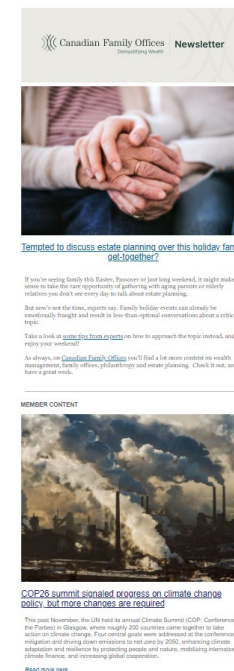
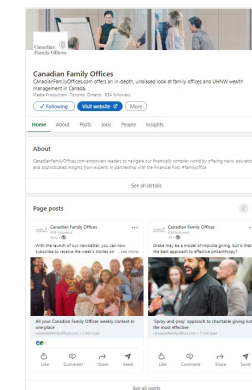


CONTENT AMPLIFIED
THROUGH MEMBER
OWNED MEDIA

**12K+
LINKEDIN
FOLLOWERS**

MEMBER CONTENT ORGANICALLY
AMPLIFIED THROUGH
CANADIAN FAMILY OFFICES
LINKEDIN ACCOUNT AND TWICE
WEEKLY NEWSLETTER

**7K+
NEWSLETTER
SUBSCRIBERS**





PREMIUM BUSINESS NETWORK

PUTTING YOUR CONTENT IN FRONT OF NEW AUDIENCES - TIER-ONE MEDIA BRANDS

The
Economist

WSJ

THE GLOBE AND MAIL*

The
New York
Times

BNN
Bloomberg

FINANCIAL POST

FT

FINANCIAL
TIMES

CANADIANFAMILYOFFICES.COM



MEMBERSHIP

MEMBER PAGE

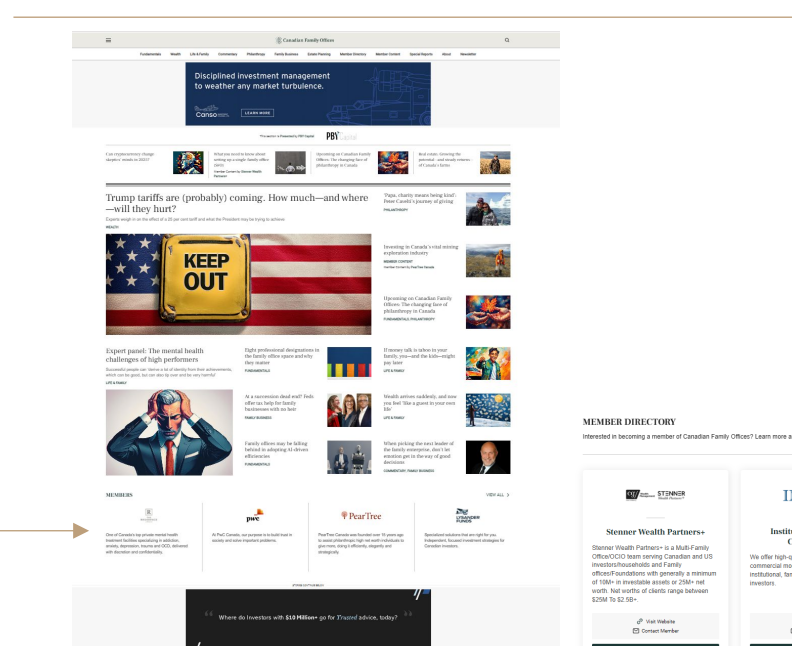
All members enjoy a permanent presence on the Canadian Family Offices site. Your customizable member page can include links to a variety of owned media channels and may be updated as required.

MEMBER LISTING

Member Carousel links to Member Pages from all section pages of Canadian Family Offices

MEMBER DIRECTORY

Access the Member Directory from the main navigation of Canadian Family Offices

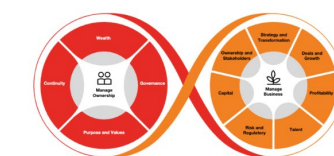


About

Your vision. Your agenda. Our commitment.

Your business is growing. It's time to look ahead and take things to the next level. We can help you achieve your goals through what we call the Owner's Agenda. It's a framework we've designed to help you develop both your ownership and business strategies in a consistent and integrated way.

How we can help your family office.

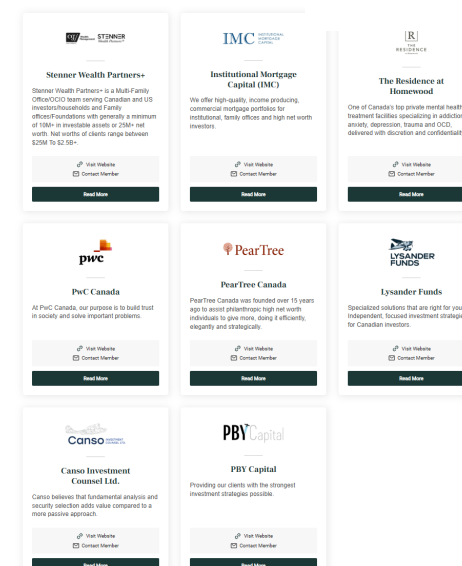


A family office should support your family's strategy and legacy. Key areas where we can help your family office take the weight off you and your family include:



MEMBER DIRECTORY

Interested in becoming a member of Canadian Family Offices? Learn more and register by visiting our g





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**

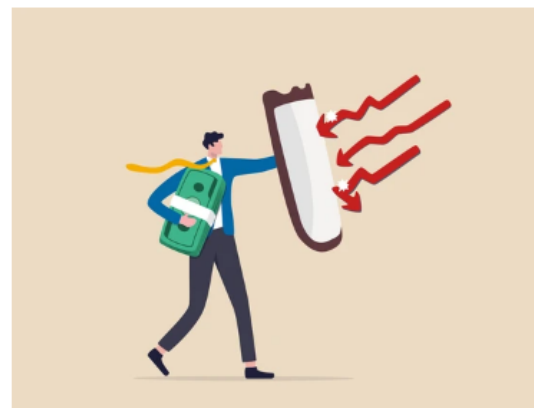


Member Content

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.

The first screenshot shows the survey introduction: "The editors of Canadian Family Offices have prepared a 2 question survey to better understand your preferred method(s) of accessing articles." with a "Start Survey" button.

The second screenshot shows a question: "How many Canadian Family Offices articles do you read in a typical week?" with radio button options: "1-2", "3-5", "6 or more" (selected), and "I don't read an article every week".

The third screenshot shows a question: "What is (are) your primary means of receiving Canadian Family Offices (CFO) articles? Select all that apply." with checkboxes: "Canadian Family Offices newsletter", "I follow CFO on LinkedIn", "I see CFO articles on Facebook" (checked), and "I have the CFO site bookmarked". A "Next" button is at the bottom.

KEY FEATURES

Ad-served to provide contextual, demographic, geographic, behavioral targeting and audience optimization

Available in a variety of ad sizes. 300x600, 300x250 and 970x250.

Real-time reporting including campaign reach, survey starts, survey completes and response analysis.

Variety of question formats including binary, multiple choice, ranking, rating and free-form.

Rapid deployment.

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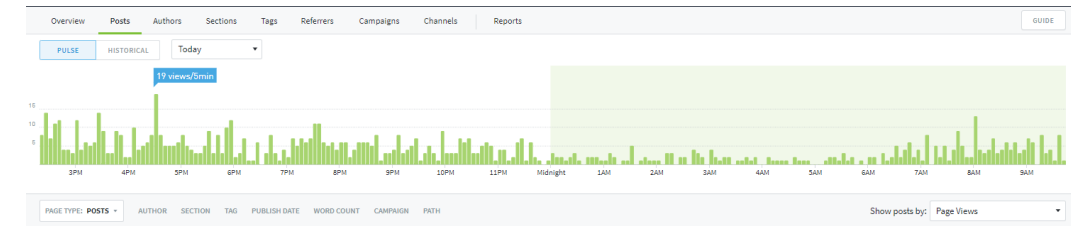


REPORTING

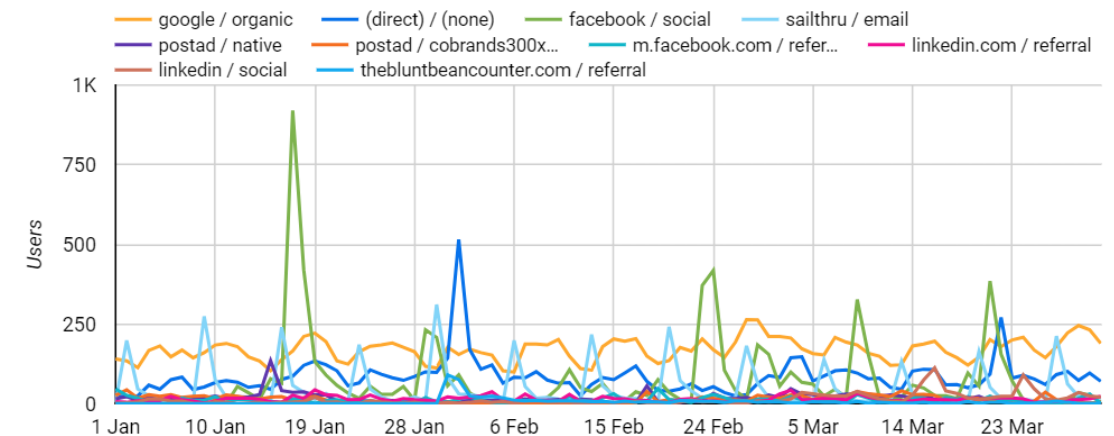
CAMPAIGN AND AUDIENCE ANALYTICS

Canadian Family Offices leverages best in class audience solutions, ad platforms and analytics tools to deliver measurable and actionable insights and results

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	
					Export Schedule Save View
1		Montreal family enterprise Broccolini carries on with founder Donato's spirit of community building ?	Views: 24 Hours	Content	Page Views
	Apr 25	Natalya Anderson family-business ?< LINKEDIN.COM 38.8%		56 visitors	56
				0:47 avg. time	
2		What to do if you've been left out of the will ?		52 visitors	54
	May 02	Kathy Kerr estate-planning ?< FACEBOOK.COM 38.8%		1:12 avg. time	
3		How liquid is the bond market? Should it matter to investors? ?		15 visitors	17
	Apr 08	Peter Kertler member-content		0:08 avg. time	
4		The ins and outs (and pitfalls) of borrowing from your own company ?		12 visitors	12
	Jun 14, 2021	Nancy Groun for Canadian Family Offi commentary ?< 80000x1 38.1%		1:45 avg. time	
5		COP26 summit signaled progress on climate change policy, but more changes are required ?		10 visitors	11
	Apr 05	Julia Ainsworth member-content ?< 30.880x1 37.2%		0:08 avg. time	
6		Market must-reads: Canpo's Market Observer provides outlooks and insights for 2022 ?		8 visitors	8
	Apr 05	Joe Chidley member-content ?< 30.880x1 37.2%		0:44 avg. time	
7		Anatomy of a bond — and why some debt is better than others ?		7 visitors	7
	Mar 04	Peter Kertler member-content		0:08 avg. time	
8		Consider it a gift to your family: Using a trust in your will means no surprises later ?		6 visitors	6
	Aug 18, 2021	Mary Gooderham estate-planning ?< 8000x1 38.0%		1:40 avg. time	
9		A living trust can reduce family taxes, minimize disputes ?		5 visitors	5
	Jul 22, 2021	Mary Gooderham estate-planning ?< 8000x1 38.0%		1:20 avg. time	





MEMBER PACKAGES

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



SUPPORTER MEMBERSHIP

\$9,000 PER ANNUM

1 branded membership page on CanadianFamilyOffices.com
Access to editorial boosting service (see slide 16 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 16 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 16 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 16 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

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This section is Presented by PBV Capital

PBV 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.



CANADIAN FAMILY OFFICES **SPECIAL REPORTS** 2025

CANADIANFAMILYOFFICES.COM



WHAT ARE SPECIAL REPORTS?

Eight times a year we'll take a month-long **deep dive** into some key areas of reader interest.

In addition to our regular industry coverage, we'll feature 4-6 Special Report-themed articles/videos culminating in a **live panel discussion**.

For each Special Report, we'll also be sharing the results of a Canadian Family Office community survey with **questions, answers and analysis** specific to the Special Report theme.

Special Reports will be **curated** into a themed newsletter and **archived** under a new Special Reports section for future reader reference.

Outlook 2025: Investing strategies to navigate a volatile new year

From taxes and deregulation to Trump tariffs and the spectre of inflation, 2025 could present a delicate dance between opportunity and risk for family offices

Joel Schlesinger, Canadian Family Offices

Published December 9, 2024



The Trump trade is on again, and equity markets are at record highs. Yet even though the incoming administration's promised policies may offer plenty of upside, market euphoria over the election of Donald J. Trump as president of the United States (again) does not present a clear-cut investment thesis for Canadian family offices in 2025. And along with the opportunities, markets under Trump will likely bring plenty of risk, too.



SPECIAL REPORTS

FEBRUARY 2025

Philanthropy

High-net-worth families are responsible for a lion's share of charitable giving in Canada. This special content series focuses on the personalities, issues and landscape for HNW giving in 2025. Articles may include:

- Canada's largest family foundations: a ranking
- Profiles of Canadian philanthropists
- AMT and capital gains redux: what was the impact on philanthropy of the 2024 tax changes?

APRIL 2025

Tax Month

CFO will offer in-depth coverage of the federal budget. We will break down budget and policy impacts on HNW families and family offices. Articles may include:

- Lead-up to the Budget: issues, previous Budget tax impacts, government finances (debt, deficit, etc.) and ramifications.
- A Budget wish list: What family offices and other organizations in the Family Office ecosystem want to see from this year's Budget.
- Budget highlights: Key elements and impacts for Family Office
- Focus on taxes: How the tax landscape for Family Offices may change in the wake of the Budget.

MARCH 2025

Women in Family Offices

To mark International Women's Day (IWD) on March 8, CFO will focus on the accomplishments, challenges and opportunities for women in the family office industry. The theme for IWD 2025 is 'Accelerate Action' for gender equality. Articles may include:

- Profiles of successful women in the Canadian FO ecosystem
- The opportunities for women in the family office advisory space
- Female heads of Canada's HNW families

MAY 2025

Alternatives

Alternative investments are increasingly a core component of family office portfolios. We take an in-depth look at the trends, risks and opportunities.

- Alternatives as a core family office holding: function, risks and considerations
- The VC landscape in 2025: Interviews with VC fund managers and LPs on the current opportunities and challenges
- Private equity/credit: A check-in on the state of the asset classes and how to manage allocations effectively
- Infrastructure: Inside the digital infrastructure boom--and where it's going
- Art and collectibles as long-term investments



SPECIAL REPORTS

JUNE 2025

Technology

New technologies are transforming the landscape for family offices and UHNW families—both from a risk perspective and in how they do business.

- Can technology make your family office better?
- AI as a financial management and investment tool
- Cybersecurity: evolving threats and how to mitigate them

OCTOBER 2025

Next Gen/Family Office

Family businesses are the heart of the Canadian economy. CFO will take an in-depth look at the issues and opportunities in managing businesses and family offices across generations. Articles may include:

- “Rags to rags in three generations”: Exploring the axiom that family fortunes deteriorate by Generation Three. Is it true? And when it does happen, what goes wrong?
- Building a business for the generations: Best practices for creating and maintaining a multigenerational business.
- Grooming the next generation of leaders.
- Creating a family office for the ages: Tracing the evolution of a family office from founder to successor to third/fourth generations and beyond, discussing best practices and examples of successful multigenerational family offices

SEPTEMBER 2025

Real Estate

Property is a core component of family office assets. Articles may include:

- Areas of opportunity: “hot” markets (geographical) and trending RE asset classes.
- Family office opportunities: The demand for private capital (debt and equity) in RE deals.
- This land is our land: Property ownership and development has built the wealth of many families in Canada. How should they manage the transition to the next generation?

NOVEMBER/DECEMBER 2025

Outlook 2026

A new year ‘look forward’ with ongoing coverage of the outlook for specific areas of interest in the family office ecosystem. Articles may include:

- Real estate
- Private capital
- Public markets
- Taxes
- Philanthropy



SPECIAL REPORTS

PRESENTING PARTNER SPONSORSHIP

SPECIAL REPORT PROMOTION

Brand Integration within the following promotional elements

Organic

- 4x Canadian Family Offices Newsletter
- 4x Canadian Family Offices LinkedIn Community
- Canadianfamilyoffices.com
- In-Market

Paid

- Pre-Promotional Campaign: Premium Business Network 250,000 impressions

EVENT

Brand Integration within the following event elements

- Presenting Partner Opening Remarks
- Partner branding during virtual panel
- 45 minute editorially moderated panel discussion

SPECIAL REPORT CONTENT

Brand Integration within Special Report content

- 6x Special Report articles
- 4x Shareable Video Segments (Panel Discussion)
- 1x Presenting Sponsor Article (Labelled Sponsored)
- License to all associated Special Report content
- 1x Special Report Newsletter

SPECIAL REPORT CONTENT AMPLIFICATION

Organic

- 1x Special Report Newsletter
- 4x Canadian Family Offices Newsletter
- 4x Canadian Family Offices LinkedIn Community
- Canadianfamilyoffices.com
- 12 month presence in Special Reports section

Paid

- Content Amplification: Premium Business Network 250,000 impressions

SPECIAL REPORT SPONSORSHIP COST

\$30,000

Contact jharris@canadianfamilyoffices.com



CONTACT US

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

JONATHAN HARRIS

jharris@canadianfamilyoffices.com

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