

THE BUSINESS OF NATURAL RESOURCES

Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, topics are informed by content management technology providing data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Canada is rich in natural resources including renewables such as solar and forestry, and non-renewables like oil, gas, and nuclear energy. This special report series delves into both sectors, with articles vital for business planning and investment. Offering insights, trends, and analysis, Business of Natural Resources will be invaluable for industry leaders and stakeholders. Align your brand with content that illuminates the natural resources future and unlocks new avenues for growth and innovation.

Topics under consideration

- **Policy and regulation: navigating natural resources management:** a look at the Canadian regulatory landscape including guidance for businesses to stay compliant and competitive.
- **Renewable energy Innovation:** Business opportunities, sustainable practices, newest technologies
- **Non-renewable resource extraction:** Advancements in non-renewable resources extraction including efficiencies, reduced environmental impact and improved profitability.
- **The economic impact of renewable resources on Industries:** How renewable energy sources are reshaping various industries and creating economic opportunities.

**For more information, please contact your Globe Media Group team.
advertising@globeandmail.com**



- 2x more likely to be senior-level executives**
320,000 Senior Managers/Owners
- 1.5x more likely to be Managers, Owners, Professionals**
1,090,000 MOPEs
- 2.4x more likely to authorize business purchase decisions**
1,159,000 BDMs

REPORT ON BUSINESS MAGAZINE READERSHIP (National)

Print/digital: 2,921,000
Print (average issue): 918,000
Digital (monthly): 1,645,000

Source: Vividata SCC Spring 2024, Total 14+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
August 12	August 29	September 26	Digital – Friday, October 25, 2024 Print – Saturday, October 26, 2024
January 13	January 30	February 27	Digital – Friday, March 28, 2025 Print – Saturday, March 29, 2025

INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report
Content and Discovery

Standard Traffic Driver

Digital Integrated Special Report



Print Integrated Special Report



Full page ad



1/2 page ad

Package	Details	Investment
Digital*	<ul style="list-style-type: none"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Half and full-page ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

* No minimum page view estimates

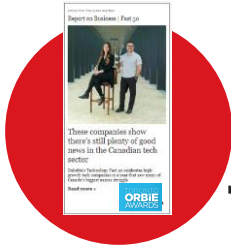
** No sightlines or approval on integrated special report content

INTEGRATED SPECIAL REPORT

PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content developed for you exclusively to your approval

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Digital Sponsor Content
Custom developed with the client

Standard Digital Traffic
Social
Globe Native



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED SPECIAL REPORT: As noted above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated special report content.

**Full sightline and approval on sponsor content. 6-week lead time.