

KEEP IT CANADIAN: Supporting Local, Building Stronger Communities

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

Keep it Canadian is a two-part special report series that explores the economic and social benefits of choosing Canadian products, services, destinations and retailers. With the backdrop of trade and tariff challenges impacting exports and tourism, *Keep it Canadian* will look at the advantages of buying, selling and travelling locally, from strengthening communities to boosting the Canadian economy.

- **Part 1** will spotlight food products manufactured in Canada, from agriculture to production.
- **Part 2** will look at non-food products and activities including textiles, technology and diverse industries.

Keep it Canadian will serve as a platform for brands, manufacturers, retailers and destinations to connect with The Globe’s audience, fostering pride in supporting Canadian businesses and iconic brands. It’s an opportunity for advertisers to position themselves as champions of Canadian excellence and community resilience.

For more information, contact The Globe Media Group team
advertising@globeandmail.com



Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000***

*Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing on Tuesdays
<u>PART 1</u>		
February 11	March 4	March 11
<u>PART 2</u>		
February 18	March 11	March 18



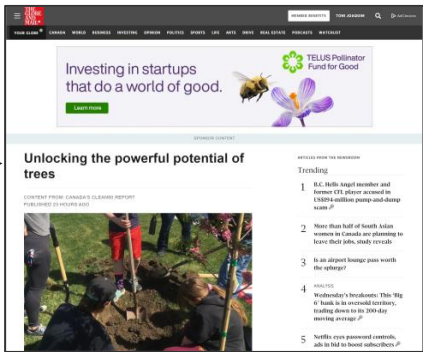
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



Digital Integrated Special Report Content Discovery - Standard Digital Traffic Driver.



Digital Integrated Special Report Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



Print Integrated Special Report with brand ad adjacency and brand mention within report.

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**. Various 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 guarantees.
**No sightlines or approval on integrated content.
***Other print sizes and editions available.