

# FUTURE PROOFING SMALL BUSINESS: Strategies for Success in Uncertain Times

**Integrated Special Reports** are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are identified through proprietary content management technology, providing data signals on what keeps with readers engaged.

Small businesses drive Canada’s economy but face growing challenges from tariffs, regulations, and rapid technological shifts. *Future Proofing Small Business* equips entrepreneurs with strategies to navigate obstacles, adapt to policies, and leverage technology. Featuring expert analysis and insights, this report helps businesses turn challenges into opportunities. Advertisers will connect with decision-makers seeking solutions, making this a prime platform to showcase products, services, and expertise that support small business success.

## Topics under consideration

**Navigating Regulations & Tariffs** – How small businesses can stay ahead of policy changes, manage tariffs, and minimize risks.

**AI & Automation in Small Business** – Enhancing efficiency, cutting costs, and boosting customer engagement through technology.

**Supply Chain Resilience** – Strategies to overcome disruptions, explore alternative sourcing, and strengthen supplier relationships.

**For additional information contact** The Globe Media Group team  
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**14%**  
more likely to be  
senior managers  
and owners

**54%**  
more likely to be  
managers,  
owners,  
professionals,  
executives

**91%**  
more likely to be  
business  
decision makers

Print/Digital Weekly Readers – **6,018,000**  
Print Weekly Readers – **2,608,000** | Digital Weekly Readers – **4,576,000**

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

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publication Date (Thursdays)
February 27	March 6	April 3	April 10
April 24	May 5	June 5	June 12
August 1	August 14	September 11	September 18
September 18	October 2	October 30	November 6



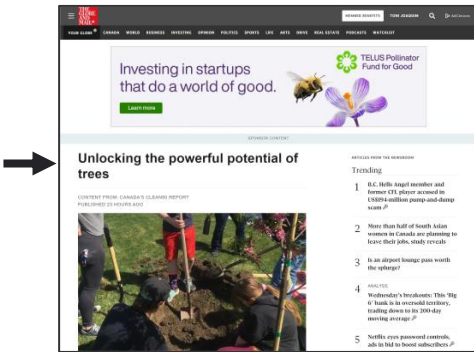
# INTEGRATED SPECIAL REPORT

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

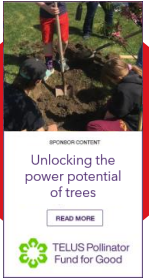


# INTEGRATED SPECIAL REPORT

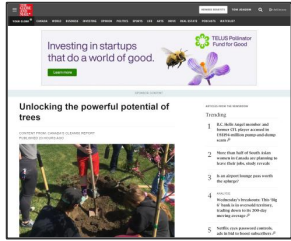
# PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

### Digital Sponsor Content Discovery



Standard Digital Traffic Driver



**Digital Integrated Special Report**  
Ads rotate with SOV among advertisers. Includes brand mention in the article.

**Print Integrated Special Report**  
brand ad adjacency, mention in article

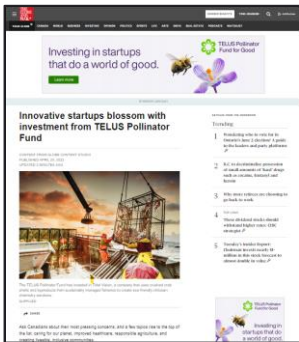
**Print Sponsor Content**  
Full sightlines in article with brand adjacent to report content



Standard Digital Traffic  
Social  
Globe Native



**Digital Sponsor Content**  
Custom developed with the client



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

\*No sightline or approval on integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.