

# The AI Advantage: How Canadian Businesses are Using Artificial Intelligence to Compete Globally

*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 technology on what is resonating to keep readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.*

Across Canada, companies of all sizes are using AI to boost efficiency, cut costs, and stay competitive in global markets. This special report explores how AI is transforming key sectors such as finance, healthcare, logistics, and manufacturing. It will highlight AI tools, share success stories, and examine how businesses are tackling challenges around ethics, data privacy, and integration. This report will deliver practical insights for decision-makers navigating the opportunities and risks of an AI-powered economy.

Themes under consideration:

- **From Pilot to Profit: How Canadian Firms Are Turning AI into Real Results** - Case studies on how AI is improving efficiency, cutting costs, and boosting service.
- **Homegrown Intelligence: Meet Canada’s B2B AI Innovators** - A look at Canadian AI startups and platforms
- **Risk & Responsibility: Managing AI Ethics and Data in Business** - Handling the ethical, legal, and privacy challenges of AI adoption.

For additional information contact The Globe Media Group team  
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**REPORT ON BUSINESS MAGAZINE READERSHIP (National)**

Print/digital: 2,821,000  
Print (average issue): 837,000 Digital (monthly): 1,645,000

Source: Vividata SCC Fall 2024, Total 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
July 31	August 21	September 25	NOVEMBER 2025 ISSUE Digital – Friday, October 24 Print – Saturday, October 25
January 29	February 19	March 26	MAY 2026 ISSUE Digital – Friday, April 24 Print – Saturday, April 25

## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

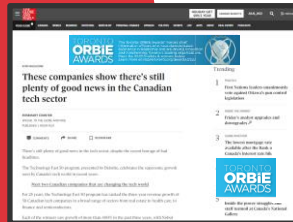
Your brand mentioned within the integrated report among participating advertisers

### 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"> <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**. Half and full-page 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>	<b>\$23,600</b> (National full page***)  <b>\$18,600</b> (National half page***)

\* 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



Standard Digital Traffic  
Social  
Globe Native



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

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

\*No sightline or approval on integrated special report content.

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