

CREDENTIALLED FOR SUCCESS

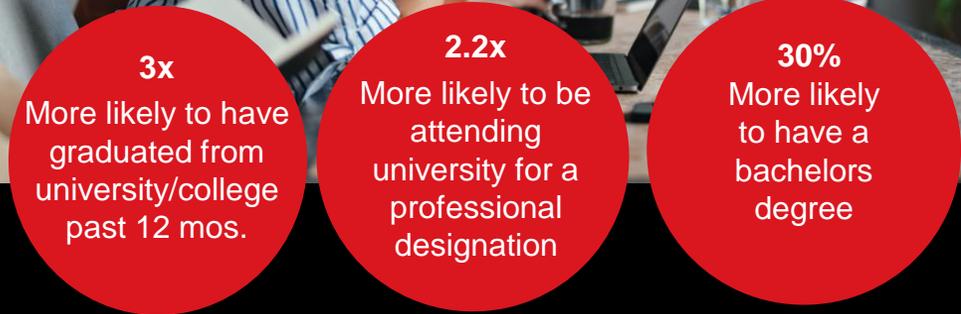
Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are informed by technology, providing data signals on what is resonating and keeping readers engaged. It provides confidence that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

Credentialed for Success spotlights the career-enhancing potential of business-related professional designations. With a focus on multiple business categories, it will equip readers with insights into how these certifications can sharpen skills, open new career doors, and improve long-term earning potential. *Credentialed for Success* will help ambitious professionals align credentials with career goals and stay competitive in rapidly evolving industries. Whether entering the workforce or aiming for the C-suite, readers will discover how the right designation can be a powerful investment in their future.

Themes under consideration

- **From Degree to Designation** - A practical roadmap to navigating the post-degree journey into professional accreditation
- **The ROI of Certification** - A breakdown of how specific designations impact salary, career advancement, and job market demand
- **Emerging Credentials in 2026** - A spotlight on high-impact, in-demand designations for the modern business landscape

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



Print/Digital Weekly Readers – **2,788,000**
Print Weekly Readers – **817,000** / Digital Weekly Readers – **1,580,000**

Source: Vividata SCC Spring 2025, National, A18+

Sponsor Content Booking Deadline	Booking Deadline	Material Deadline	Publishing Date
July 31	September 4	September 25	<u>NOVEMBER 2025 ISSUE</u> Digital - Friday, October 24 Print - Saturday, October 25
January 5	January 29	February 26	<u>APRIL 2026 ISSUE</u> Digital - Friday, March 27 Print - Saturday, March 28

INTEGRATED SPECIAL REPORT

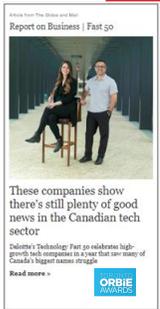
ESSENTIAL PACKAGE

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

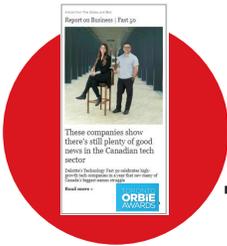
** No sightlines or approval on integrated special report content

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

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.