

Cybersecurity in Focus: Defending Canadian Business in a Digital World

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 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.

As cyber threats grow more sophisticated and frequent, the risks to Canadian organizations are increasing. This special report examines the latest developments in cybersecurity and the practical steps companies can take to protect their data, infrastructure, and reputation. From ransomware resilience to compliance with global and Canadian standards, this report offers a platform to connect with decision-makers focused on strengthening their digital defenses.

Potential article themes include:

- **Remote Work, Real Risks** – The cybersecurity vulnerabilities of hybrid and distributed workforces, and how companies are adapting protection and access strategies.
- **Compliance in a Shifting Landscape** – With regulations constantly evolving, this piece will offer insights on staying audit-ready and building a culture of security compliance.
- **Ransomware: Threats and Tactics** – A look at the financial and operational impacts of ransomware, including proactive prevention, incident response, and cyber insurance trends.
- **Next-Gen Cyber Tools** – From AI-powered threat detection to quantum-resistant encryption, this article examines how cutting-edge technologies are redefining digital security.

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



**2x more likely
to be senior-level
executives**
314,000 Senior
Managers/Owners

**1.5x more likely
to be Managers,
Owners,
Professionals**
1,028,000
MOPEs

**1.9x more
likely to authorize
business purchase
decisions**
1,048,000
BDMs

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 3	July 24	August 28	<u>OCTOBER 2025 ISSUE</u> Digital – Friday, September 26 Print – Saturday, September 27
December 9	December 23	January 29	<u>MARCH 2026 ISSUE</u> Digital – Friday, February 27 Print – Saturday, February 28

INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

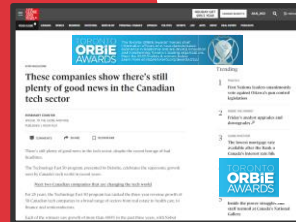
Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report Content and Discovery

Standard
Traffic
Driver



Digital
Integrated
Special
Report



Print Integrated Special Report



Full page ad



½ 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



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"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees. • 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**. • 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. • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	\$33,000 (National full page) \$28,000 (National half page)

*No sightline or approval on integrated special report content.

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