

Canada’s Small Business Edge

Small Business, Big Impact: Powering Canada’s Local Economies

(Part 2 of a 3-part series)

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.

Canada’s Small Business Edge is a special report series exploring trends, tools, and strategies helping small businesses thrive in fast-changing Canadian economy.

In *Small, Business, Big Impact: Powering Canada’s Local Economies*, we’ll examine how Canada’s small businesses are vital drivers of community strength and local economic resilience. Highlights of their impact on job creation, regional growth, and cultural inclusion - spotlighting Indigenous, rural, and newcomer-led enterprises that are shaping a more sustainable and inclusive Canadian economy, will be potentially featured.

Themes under consideration:

- Community Builders:** How local small businesses are revitalizing main streets across Canada
- Indigenous Enterprise:** The rise of Indigenous-owned businesses and their economic impact
- New Roots:** Immigrant entrepreneurs who are creating opportunities in rural and northern regions

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



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	The Next Chapter: Reinventing Small Business in Canada Digital – Friday, September 26, 2025 Print – Saturday, September 27, 2025
September 4	September 25	October 30	Small Business, Big Impact: Powering Local Economies Digital – Friday, November 28, 2025 Print – Saturday, November 29, 2025
January 2	January 22	February 26	The Business of Change: Navigating Disruption and Opportunity Digital – Friday, March 27, 2026 Print – Saturday, March 28, 2026

INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

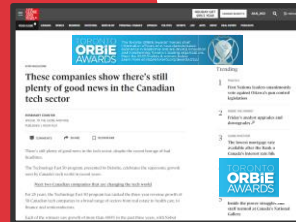
Your brand mentioned within the integrated report among participating advertisers

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. 	\$23,600 (National full page***) \$18,600 (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
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.