

# Canada's Small Business Edge

## The Next Chapter: Reinventing Small Business in Canada

(Part 1 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 the fast-changing Canadian economy.

In *The Next Chapter: Reinventing Small Business in Canada*, we'll look at how businesses across Canada are entering a pivotal phase of reinvention. From adopting new technologies to embracing sustainable practices and supply chain transitions, entrepreneurs are reshaping their operations for long-term success. This special report explores how innovation, digital tools, and diverse new voices are defining the next chapter of Canadian small business.

Themes under consideration:

- **AI on a Shoestring:** How small businesses are adopting affordable automation and digital tools
- **The New Guard:** Profiles of next-generation entrepreneurs in family-run businesses
- **Rebuilding Better:** Case studies on business pivots that led to unexpected growth

**For additional information contact The Globe Media Group team**  
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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	<b>The Next Chapter: Reinventing Small Business in Canada</b> Digital – Friday, September 26, 2025 Print – Saturday, September 27, 2025
September 4	September 25	October 30	<b>Small Business, Big Impact Powering Local Economies</b> Digital – Friday, November 28, 2025 Print – Saturday, November 29, 2025
January 27	January 22	February 26	<b>The Business of Change: Navigating Disruption and Opportunity</b> Digital – Friday, March 27, 2026 Print – Saturday, March 28, 2026

## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

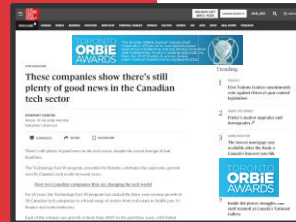
Your brand mentioned within the integrated report among participating advertisers

### Digital Integrated Special Report Content and Discovery

Standard  
Traffic  
Driver



Digital  
Integrated  
Special  
Report



### Print Integrated Special Report



Full page ad



½ 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

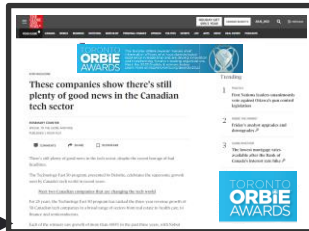
\*\* No sightlines or approval on integrated special report content

## 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.