

TRADE FORWARD: Canada in the Global Market

Integrated Special Reports are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are identified through proprietary content management technology, providing data signals on what keeps with readers engaged.

As global trade shifts, Canadian businesses are adapting – balancing tariff uncertainties, supply chain pressures and evolving partnerships. This special report will highlight how companies are seizing new trade opportunities, diversifying markets, and leading innovation in logistics, sustainability, and export strategy. With a focus on real-world business solutions, and forward-looking insights, this is a timely platform for brands to connect with Canada’s business decision makers in trade, logistics, finance and manufacturing. Align with thought leadership that reflects Canadian resilience and global ambition.

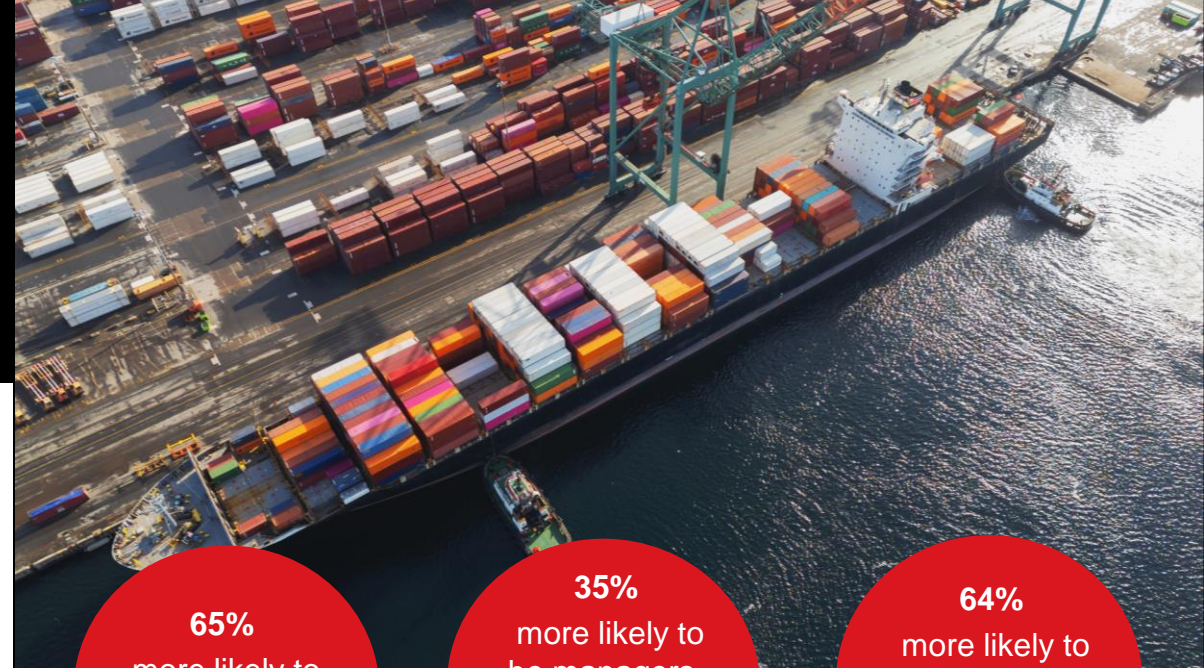
Topics under consideration

Next markets: How Canadian SMEs are expanding beyond North America

Chain reaction: Strengthening supply chains amidst globe disruption

Green exports: Canada’s growing edge in sustainable trade

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



65%
more likely to
be business
decision makers

35%
more likely to
be managers,
owners,
professionals,
executives

64%
more likely to
be senior
managers and
owners

Print/Digital Weekly Readers – **6,018,000**
Print Weekly Readers – **2,512,000** | Digital Weekly Readers – **4,502,000**

Source: Vividata SCC Fall 2024, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publication Date (Thursdays)
-	May 22	June 19	June 26
July 2	July 24	August 21	August 28
August 21	September 11	October 9	October 16
October 16	November 6	December 4	December 11



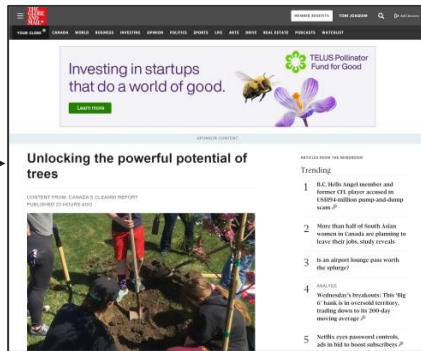
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



**Digital Integrated
Special Report**
Content Discovery -
Standard Digital
Traffic Driver.



Digital Integrated Special Report
Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



**Print Integrated
Special Report**
with brand ad
adjacency and
brand mention within
report.

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**. Various 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 guarantees.

**No sightlines or approval on integrated content.

***Other print sizes available.



INTEGRATED SPECIAL REPORT

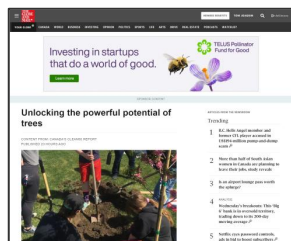
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

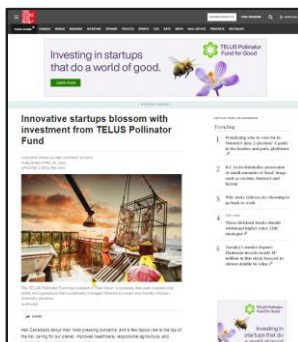
Digital Sponsor Content Discovery



Standard Digital
Traffic Driver

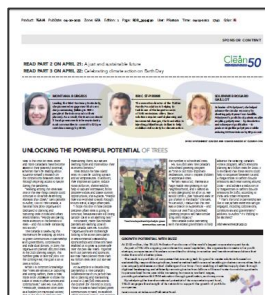


**Digital Integrated
Special Report**
Ads rotate with SOV
among advertisers.
Includes brand mention
in the article.



Digital Sponsor Content
Custom developed with the
client

Print Integrated Special Report brand ad adjacency, mention in article



Print Sponsor Content Full sightlines in article with brand adjacent to report content



Package

Details

Investment

Digital Only Package

- **DIGITAL INTEGRATED REPORT:** Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. 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

- **DIGITAL INTEGRATED REPORT:** As described above.
- **PRINT INTEGRATED REPORT AND SPONSOR CONTENT:** Full page or half page sponsor content adjacent to integrated report that includes brand mention.
- **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 report content.

**Full sightline and approval on sponsor content. 6 to 8-week lead time.