

GLOBAL GATHERINGS: Leveraging Opportunities at International Meetings and Conventions

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 that provides data signals on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

International meetings, conventions, and trade shows are key drivers for offshore exposure and growth. *Global Gatherings* explores how Canadian organizations are leveraging these events to unlock markets, showcase innovation, attract talent, and build partnerships. With insights on destinations, ROI strategies, and evolving travel logistics, this report offers essential content for decision-makers planning for international engagement. It also provides a premium opportunity for travel brands, venues, destinations, airlines, logistics providers, and event services to connect with Canadian audiences poised for global expansion.

Topics Under Consideration

- **Global Goals:** how Canadian companies are choosing international events to drive growth
- **Risk & Reward:** What Canadian event planners need to know about geopolitics, visas, and insurance
- **Europe in Focus:** Why Canadian businesses are investing in conferences across the EU and UK

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



Print/Digital Weekly Readers – 6,123,000
Print Weekly Readers – 2,582,000 | Digital Weekly Readers – 4,525,000
Source: Vividata SCC Spring 2025, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Thursdays
September 11	October 9	November 6	November 13, 2025
December 18	January 8	February 5	February 12, 2026
April 16	May 7	June 4	June 11, 2026
August 27	September 10	October 8	October 15, 2026



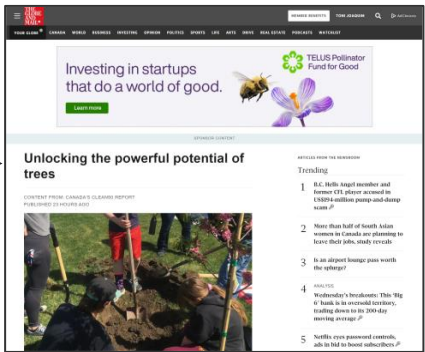
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

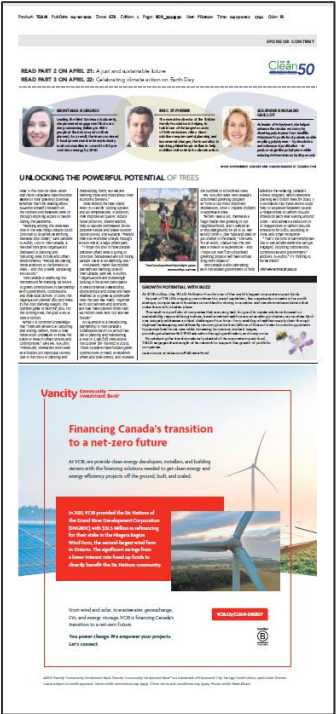
Your brand mentioned within the integrated report among participating advertisers



**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 and editions available.



INTEGRATED SPECIAL REPORT

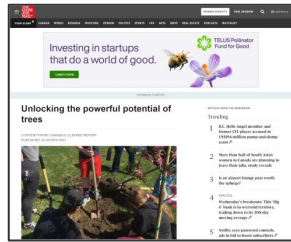
PREMIUM PACKAGE

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

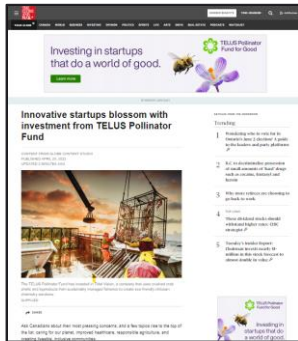
Digital Sponsor Content Discovery



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	<ul style="list-style-type: none">➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. 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 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.<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 report content.

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