



2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# INVESTING WITH ETFs

*Integrated Special Reports are turnkey content solutions in which 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.*

As Exchange-Traded Funds (ETFs) solidify their role as a cornerstone of modern investing, Canadian investors are seeking clear, practical insights to help maximize returns. The Globe and Mail's *Investing with ETFs* special report will deliver timely analysis and strategies to guide smart decision-making. With a highly engaged readership of investors looking for actionable advice, this report provides advertisers with a powerful platform to connect with a financially savvy audience. Align your brand with trusted expertise and position yourself as a partner in helping Canadians achieve investment success.

For more information, contact The Globe Media Group team  
[advertising@globeandmail.com](mailto:advertising@globeandmail.com)



41%

more likely to  
be heavy  
stocks/bonds  
investors\*

28%

more likely to  
contribute to mutual  
funds (past 6  
months)\*

39%

more likely to  
use/contribute to  
ETFs (past 6  
months)\*

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+ \*11+ transactions/past 12 months

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Mondays
December 8, 2025	December 22, 2025	January 26, 2026	February 2, 2026
February 13, 2026	February 27, 2026	March 27, 2026	April 13, 2026
September 4, 2026	September 21, 2026	October 19, 2026	October 26, 2026
October 26, 2025	November 9, 2026	December 7, 2026	December 14, 2026



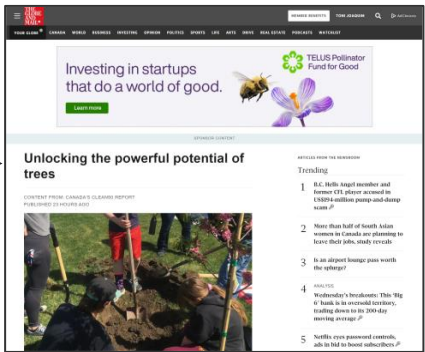
## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

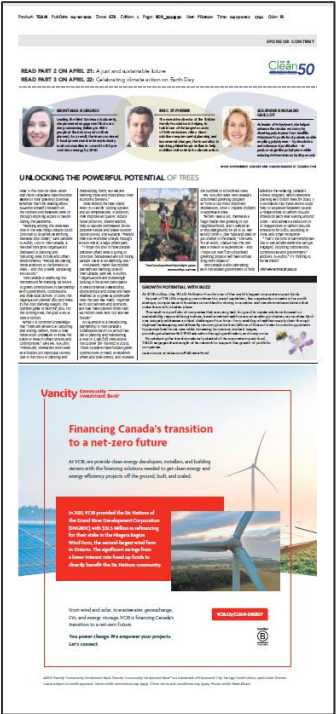
Your brand mentioned within the integrated report among participating advertisers



**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"><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**. Various 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>	\$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

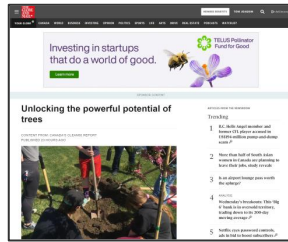
# PREMIUM PACKAGE

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

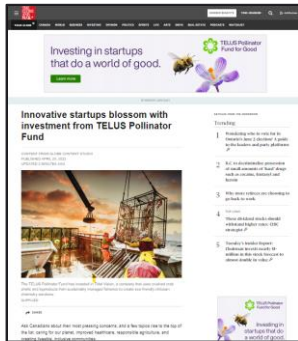
### Digital Sponsor Content Discovery



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

- **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.