



2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

MANAGING YOUR WEALTH

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 content management technology that provides our 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 markets shift and economic uncertainty grows, Canadians are looking for guidance to make their money work smarter. This special report series from *The Globe and Mail* delivers expert insights and actionable strategies to help Boomers, Gen X, and Millennials protect, grow, and optimize their wealth. From asset diversification and tax-efficient planning to sustainable investing, readers will find the tools they need to achieve long-term financial success. For advertisers, this series provides an outstanding opportunity to reach an engaged audience actively seeking solutions to secure and expand their wealth.

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

39%
more likely to be use/contribute to ETFs (past 6 months)*

41%
more likely to be heavy stocks/bonds investors*

28%
more likely to be contribute to Mutual Funds (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 Wednesdays
December 17, 2025	January 7, 2026	February 4, 2026	February 11, 2026
March 18, 2026	April 1, 2026	April 29, 2026	May 6, 2026
August 19, 2026	September 2, 2026	September 30, 2026	October 7, 2026
October 21, 2026	November 4, 2026	December 2, 2026	December 9, 2026



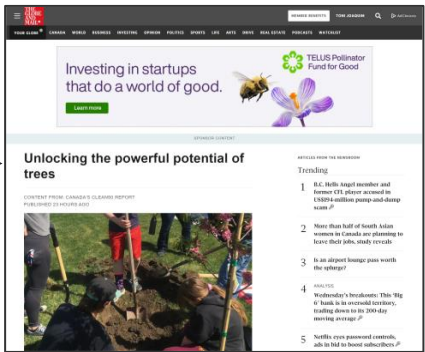
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

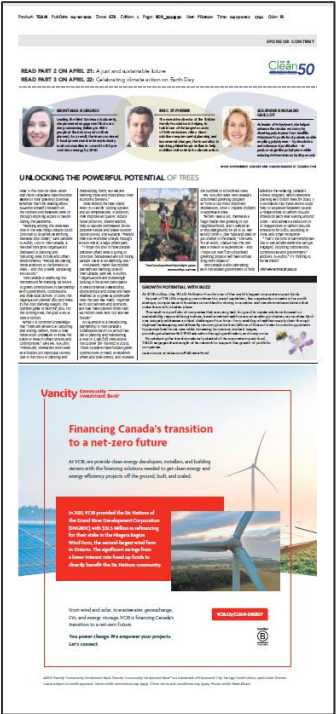
Your brand mentioned within the integrated report among participating advertisers



**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

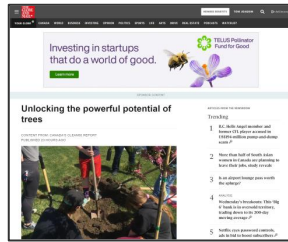
PREMIUM PACKAGE

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

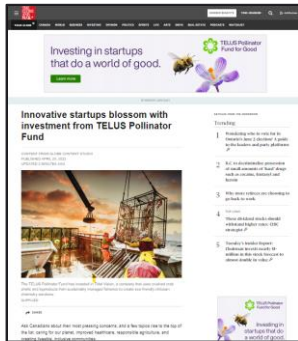
Digital Sponsor Content Discovery



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

- **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.