



2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND
NEWSPAPER

RRSP Strategies for Success

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.

RRSPs are one of the most powerful tools Canadians have to grow savings and reduce taxable income. As the contribution deadline approaches, millions of Canadians are seeking clear, actionable guidance to make informed investment decisions. The Globe and Mail's **RRSP Strategies for Success** report delivers trusted insights and practical tips to help readers maximize their contributions. For advertisers, this is a unique opportunity to connect with a financially engaged, affluent audience at a critical decision-making moment. Aligning your brand with this authoritative content ensures visibility, credibility, and impact when Canadians are actively planning their financial future.

For more information, contact The Globe Media Group team
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
October 20, 2025	November 3, 2025	December 1, 2025	December 8, 2025
December 1, 2025	December 19, 2025	January 12, 2026	January 19, 2026
January 5, 2026	January 19, 2026	February 16, 2026	February 23, 2026



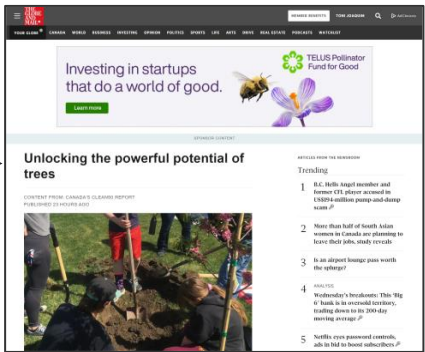
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

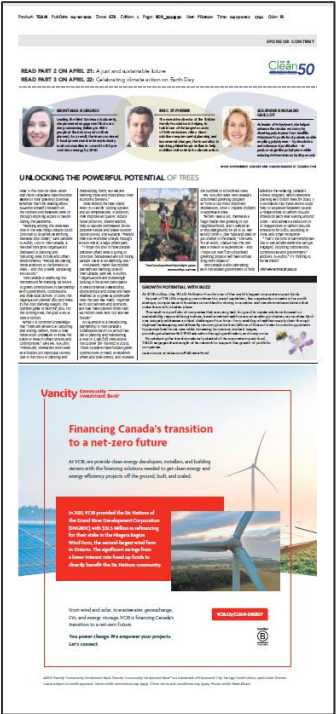
Your brand mentioned within the integrated report among participating advertisers



**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

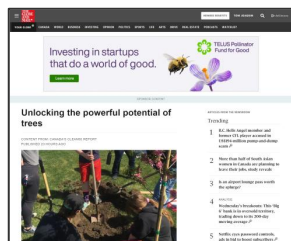
PREMIUM PACKAGE

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

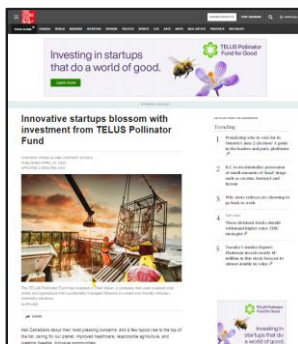
Digital Sponsor Content Discovery



Standard Digital
Traffic Driver

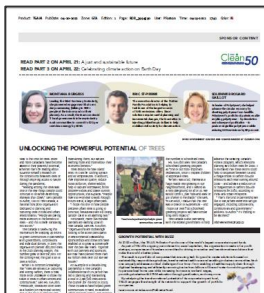


**Digital Integrated
Special Report**
Ads rotate with SOV
among advertisers.
Includes brand mention
in the article.



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.