



2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND  
NEWSPAPER

# CRUISES

*Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, technology is used to provide data 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.*

Our 2026 Cruises special report series will take readers on a journey through the world of modern cruising, highlighting standout experiences, trends, and innovations. From immersive shore excursions and engaging on-board activities to gourmet dining, next-generation ships, cutting-edge amenities, and the latest in travel technology, each edition will explore what makes cruising truly unique.

Published monthly, each report will combine compelling storytelling with striking visuals designed to capture attention and inspire travel. The Globe and Mail’s audience of discerning, travel-savvy Canadians represents an ideal opportunity for advertisers to connect with readers planning their next cruise adventure.

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



Print/Digital Weekly Readers – **6,123,000**  
Readers: Print Weekly– **2,582,000** Digital Weekly– **4,502,000**

Source: Vividata SCC Spring, 2025, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
December 12	January 7	January 14
January 7	February 4	February 11
February 4	March 4	March 11
March 11	April 8	April 15
April 8	May 6	May 13
May 13	June 10	June 17



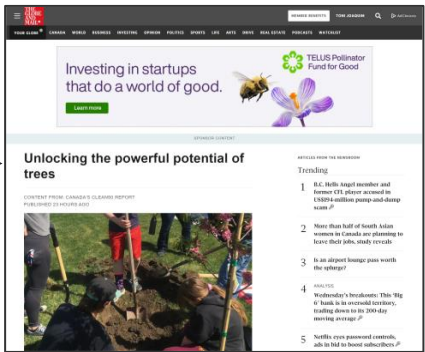
## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

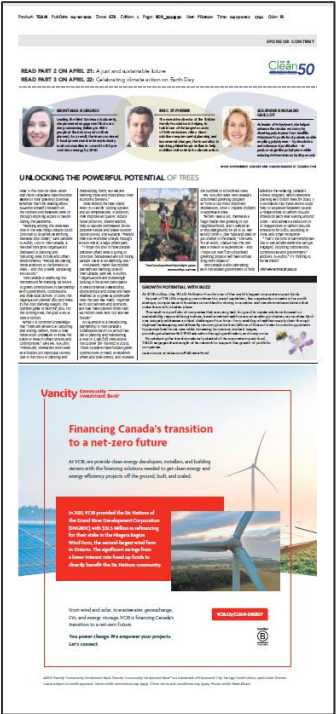
Your brand mentioned within the integrated report among participating advertisers



**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>	<b>\$8,000</b>
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>	<b>\$23,600</b> (National full page***)  <b>\$18,600</b> (National half page***)

\*No minimum page view guarantees.

\*\*No sightlines or approval on integrated content.

\*\*\*Other print sizes and editions available.