



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



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
June 10	July 8	July 15
July 15	August 12	August 19
August 12	September 9	September 16
September 9	October 7	October 14
October 7	November 4	November 11
November 11	December 9	December 16



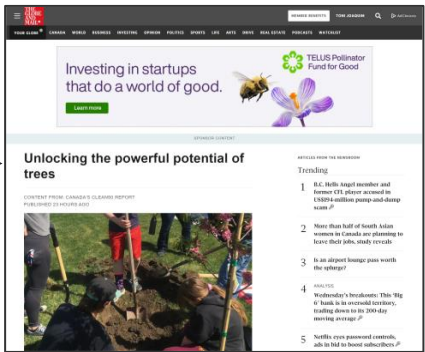
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

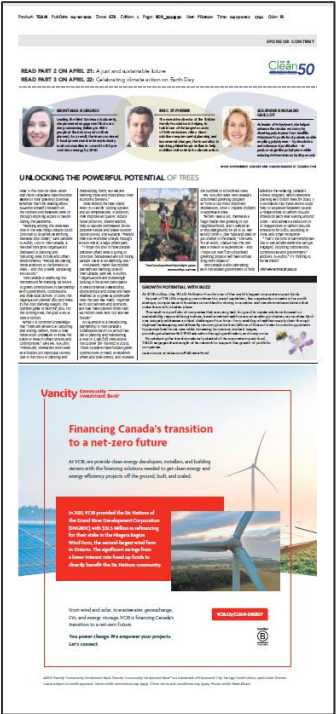
Your brand mentioned within the integrated report among participating advertisers



**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.