

EXPLORE CANADA 2026 – A journey through our own backyard

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 provide 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.

Explore Canada 2026 celebrates the richness and diversity of travel across our nation. Canadians continue to embrace domestic travel, seeking distinctive destinations, memorable experiences, and hidden gems in every region.

This special report will feature curated articles on fascinating destinations, events, and trends, highlighting the enduring appeal of travelling Canada. Advertising partners will have the opportunity to connect with a discerning audience passionate about supporting local businesses and communities, with the option for integrated quotes or mentions that provide thoughtful, authentic visibility.

Inspire Canadians to discover their own backyard, create lasting memories, and contribute to local economies. Join *Explore Canada 2026* and be part of this exceptional journey.

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



24%
more to have
taken 3+
domestic
vacations in past
12 months

21%
more likely to
spend \$2K+ on
their next
domestic
vacation

22%
more likely to be
looking for
inspiration on
where to travel
next

Print/Digital Weekly Readers – 6,484,000
Print Weekly Readers – 2,912,000 | Digital Weekly Readers – 4,800,000

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

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
March 18	April 1	April 29	May 6
April 15	April 29	May 27	June 3
May 20	June 3	June 29	July 8
June 17	June 29	July 29	August 5



INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

MEDIA PACKAGES

DIGITAL

- Equal brand ad SOV running among participating advertisers, adjacent to integrated report content. Includes brand mention within article
- **400,000 TOTAL IMPRESSIONS** running Globe and Mail ROS
 - 200,000** driver impressions
 - 300x600 includes logo, drive to integrated report with adjacent SOV ads.
 - 200,000** brand impressions
 - 300x250 brand ads, drives traffic to your site.

Investment: \$8,000

PRINT + DIGITAL

Full page + 300,000 digital impressions:	\$26,000
2/3 page + 300,000 digital impressions:	\$19,500
½ page + 300,000 digital impressions:	\$16,900
1/3 page + 300,000 digital impressions:	\$11,500
¼ page + 300,000 digital impressions:	\$8,500
Banner:	\$5,500
1/8 page:	\$4,500

Advertising commitment
includes quote/mention in
one article



**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.

- No page view estimates
- No sightlines in Integrated Special Report content



INTEGRATED SPECIAL REPORT

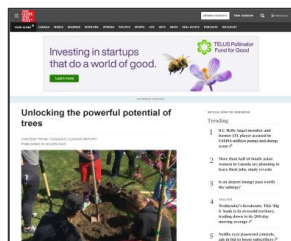
PREMIUM PACKAGE

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

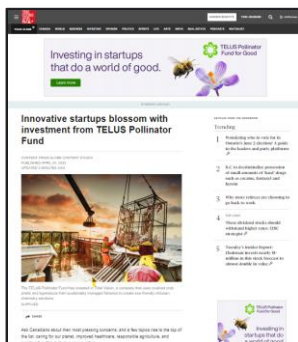
Digital Sponsor Content Discovery



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.