

# POWERING CANADA’S FUTURE: Oil and Gas

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 providing data signals on what is resonating with readers. It provides confidence that these are ideal environments to position and deliver your brand message.

Canada’s oil and gas sector continues to play a key role in shaping national and provincial economies while supporting jobs and nation-building projects. This report examines traditional energy sources that remain essential, even as policies and global markets evolve. From pipeline infrastructure and energy security to carbon capture and land reclamation, the sector is advancing to meet economic and environmental priorities. Readers will gain insight into how industry leaders and policymakers are balancing growth with sustainability, while advertisers connect with readers seeking strategies that secure Canada’s energy future.

### Story Ideas:

- Canada’s pipeline projects and their role in economic development
- Carbon capture: innovation and investment opportunities
- Provincial policies shaping the future of oil and gas

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



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

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

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
December 10	December 17	January 21	January 28
March 25	April 8	May 6	May 13
September 30	October 14	November 11	November 18



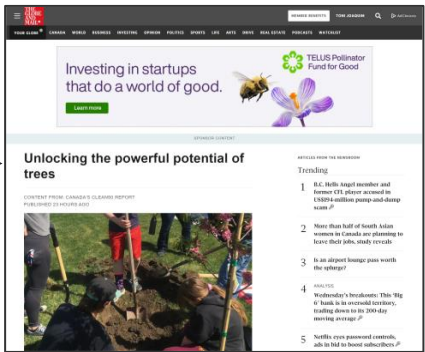
## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

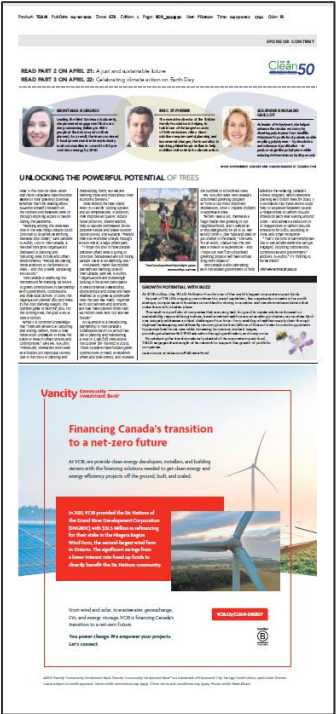
Your brand mentioned within the integrated report among participating advertisers



**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>	\$8,000
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>	\$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

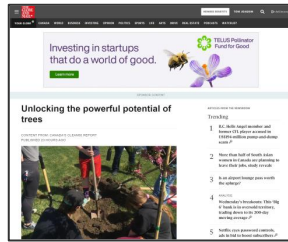
# PREMIUM PACKAGE

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

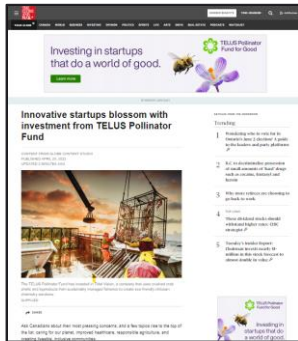
### Digital Sponsor Content Discovery



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.