

# FUTURE PROOFING SMALL BUSINESS: Strategies for Success in Uncertain Times

**Integrated Special Reports** are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are identified through content management technology, providing data signals on what keeps with readers engaged.

Small businesses are vital to Canada's economy but face challenges from tariffs, regulations, shifting consumer demands, and technological change. **Future Proofing Small Business** is a report series to help entrepreneurs navigate uncertainty and identify opportunities. Covering topics such as policy shifts, financing, supply chain resilience, workforce strategies, and the adoption of digital tools, the series provides insights and guidance tailored to small business needs. By equipping leaders with strategies to adapt and thrive, it also offers advertisers a powerful way to connect with decision-makers seeking solutions for growth.

## Topics under consideration

**Regulations & Tariffs** – Staying ahead of policy shifts and minimizing risks.

**AI & Automation** – Efficiency, cost-cutting, and customer engagement enhancement.

**Financing & Capital** – Funding, cash flow, and growth strategies.

**Cybersecurity** – Affordable data protection for small businesses.

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



**55%**

more likely to be  
senior managers  
and owners

**35%**

more likely to be  
managers,  
owners,  
professionals,  
executives

**63%**

more likely to be  
business decision  
makers

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	Publication Date (Thursdays)
December 11	December 18	January 29	February 5
February 19	March 5	April 2	April 9
April 23	May 7	June 4	June 11
July 30	August 13	September 10	September 17
September 17	October 1	October 29	November 5



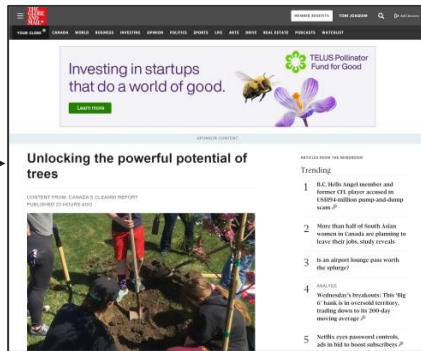
## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

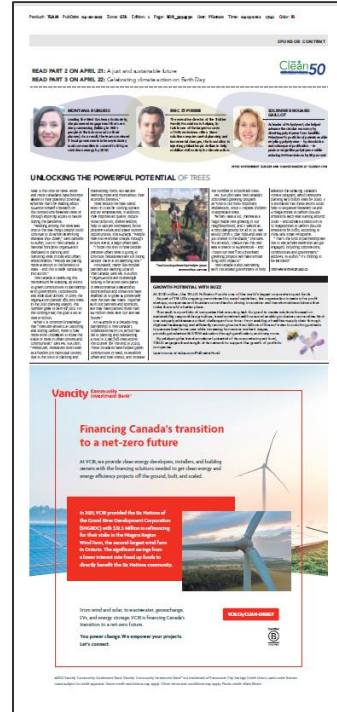
Your brand mentioned within the integrated report among participating advertisers



**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 available.



## INTEGRATED SPECIAL REPORT

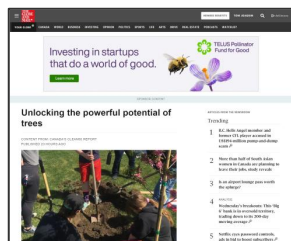
# PREMIUM PACKAGE

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

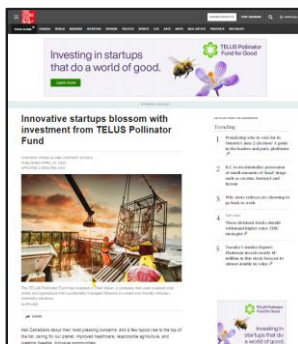
### Digital Sponsor Content Discovery



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.