

Automotive Design

Trends in Luxury and Function

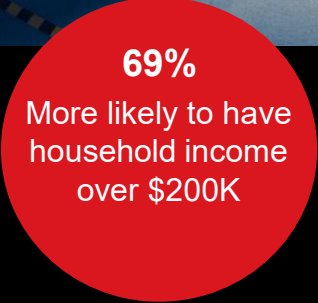
Integrated Special Reports are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are identified through content management technology, providing data signals on what keeps with readers engaged.

This special report on automotive design explores how today’s most advanced vehicles, and the next wave of innovations, are reshaping what consumers and businesses expect from automotive design. With electrification, sustainable materials, and connected digital ecosystems becoming mainstream, automakers are redefining luxury through ergonomics, efficiency, and intelligent interfaces. This special report will examine the standout designs currently influencing buying decisions, while also looking ahead to emerging concepts that signal where the market is headed. For advertisers, it offers a high-value environment reaching business leaders and affluent consumers who prioritize innovation, performance, and forward-thinking design.

Articles under consideration

- The new luxury: today’s premium designs and tomorrow’s sustainable materials
- Cabin tech that’s here now, and what’s about to break through
- How design innovation is influencing corporate fleet procurement

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



Print/Digital Avg issue ROB magazine readers– **2,790,000**
Print Weekly Readers – **836,000** | Digital Weekly Readers – **1,664,000**

Source: Vividata SCC Fall 2025, National, A18+

| Brand Ad Booking Deadline | Material Deadline | Publishing Dates |
|---------------------------|-------------------|--|
| January 6 | January 29 | Digital: Friday, February 27 Print: Saturday, February 28 |

INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

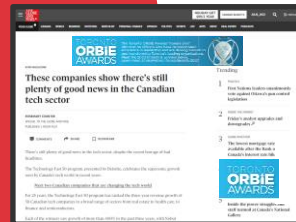
Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report Content and Discovery

Standard
Traffic
Driver



Digital
Integrated
Special
Report



Print Integrated Special Report



Full page ad



½ page ad

| 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**. Half and full-page ad formats available. | Standard print rates apply |
| Digital + Print | <ul style="list-style-type: none"> ➤ Digital and print as described above. | <p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p> |

* No minimum page view estimates

** No sightlines or approval on integrated special report content