

Cybersecurity in Focus: Defending Canadian Business in a Digital World

Integrated Special Reports are turnkey content solutions where 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 and keeping readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Canadian organizations are navigating an era where cyber risk is not just an IT concern but a core business challenge. *Cybersecurity in Focus* explores the rapidly evolving threat environment and the strategic, operational, and technological responses shaping modern cybersecurity in Canada. By connecting experts, innovators and decision makers, the report aims to advance a national conversation on safeguarding trust, continuity, and competitiveness in an increasingly hostile world.

Potential article themes include:

- **Securing the Everywhere Workforce** – How Canadian companies are protecting distributed teams
- **Regulation, Readiness and the Road Ahead** – A practical look at compliance with Canadian and global standards.
- **Ransomware Resilience: Beyond the Breach** – An examination of the latest ransomware tactics, the economics of extortion and the operational fallout for victims.
- **The New Security Frontier: AI, Automation and Quantum** – What Canadian organizations should be preparing for now

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



1.4x more likely
to be Managers,
Owners,
Professionals
1,017,000
MOPEs

1.7x more likely
to be senior-level
executives
276,000 Senior
Managers/Owners

1.8x more
likely to authorize
business purchase
decisions
1,033,000
BDMs

REPORT ON BUSINESS MAGAZINE READERSHIP (National)

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+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
July 9	July 30	August 27	<u>OCTOBER 2026 ISSUE</u> Digital – Friday, September 25 Print – Saturday, September 26
December 10	December 23	January 28	<u>MARCH 2027 ISSUE</u> Digital – Friday, February 26 Print – Saturday, February 27

INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

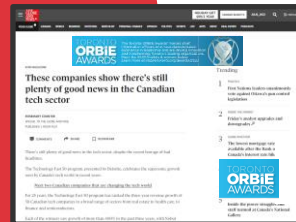
Your brand mentioned within the integrated report among participating advertisers

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*

- 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

- Ad adjacent to report content, with brand mention in article**. Half and full page ad formats available.

Standard print rates apply

Digital + Print

- Digital and print as described above.

\$23,600
(National full page***)

\$18,600
(National half page***)

* No minimum page view estimates

** No sightlines or approval on integrated special report content

INTEGRATED SPECIAL REPORT

PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content developed for you exclusively to your approval

Digital Sponsor Content Discovery



Standard Digital Traffic Driver

Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Standard Digital Traffic
Social
Globe Native



Globe Native



Digital Sponsor Content
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report*. 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	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED SPECIAL REPORT: As noted above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. ➤ 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 special report content.

**Full sightline and approval on sponsor content. 6-week lead time.