

KEEP IT CANADIAN: Building Strength Through Local Choice

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 content management technology that provides our editorial staff and Globe Content Studio with 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.

Keep it Canadian is a special report that explores the economic and social benefits of choosing Canadian products, services, destinations, and retailers. Against the backdrop of evolving global dynamics, and continuing tax and tariff pressures that are impacting exports and tourism, the report looks to highlight the advantages of buying, selling and travelling locally.

As Canada moves from resilience to renewed strength, *Keep it Canadian* examines how local choices are helping businesses, regions and industries build momentum, confidence and long-term sustainability. It serves as a platform for brands, manufacturers, retailers and destinations to connect with The Globe’s audience, fostering pride in supporting Canadian businesses and trusted iconic brands. It offers advertisers the opportunity to align with forward-thinking narrative, one that celebrates Canadian excellence, community investment and the strength that comes from supporting homegrown success.

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





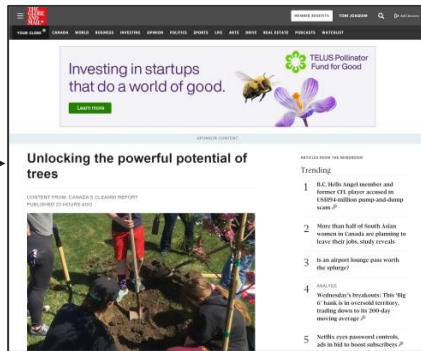
INTEGRATED SPECIAL REPORT

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">➤ 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**. Various ad formats available.	Standard print rates apply
Digital + Print	<ul style="list-style-type: none">➤ Digital and print as described above.	\$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.