

## 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](mailto:advertising@globeandmail.com)



11%

More likely to buy goods produced in their own country wherever possible

16%

More likely to value expert's opinions when choosing products

14%

More likely to support local businesses

Print/Digital Weekly Readers – 6,484,000

Print Weekly Readers – 2,912,000 | Digital Weekly Readers – 4,800,000\*

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

Standard Booking Deadline	Material Deadline	Publishing on Thursdays
February 26	March 19	March 26, 2026
March 26	April 16	April 23, 2026

## INTEGRATED SPECIAL REPORT

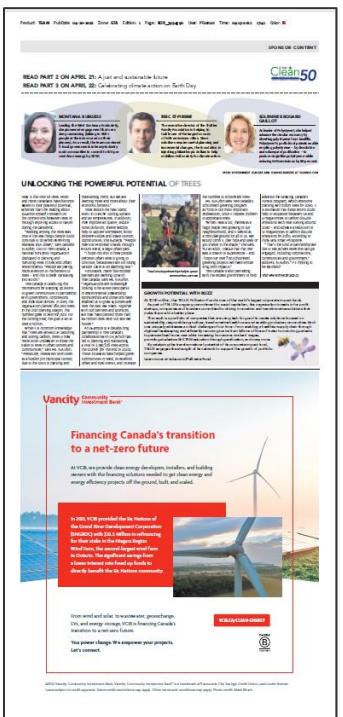


**Digital Integrated Special Report**  
Content Discovery - Standard Digital Traffic Driver.

**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.



# ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

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.