



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Made in Canada

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

Canada’s consumer landscape is evolving as domestic brands respond to shifting global trade dynamics, changing consumer expectations, and a renewed focus on national economic strength. From advanced consumer goods to heritage brands reimagined for today, this special report will explore how Canadian businesses are strengthening domestic supply chains, competing globally, and shaping the future of Canada’s consumer economy.

**Proposed topic highlights**  
**The New Face of Canadian Innovation**

How Canadian brands are redefining consumer products through advanced design, technology, and sustainable manufacturing.

**The Case for Buying Canadian**

An examination of the economic, environmental, and supply-chain benefits of supporting domestically made products in an increasingly uncertain global trade environment.

**Sustainable by Design**

Showcasing Canadian companies leading in eco-friendly production, responsible sourcing, packaging innovation, and circular-economy initiatives.

**Scaling Canadian Brands**

How homegrown companies are expanding beyond local markets while maintaining Canadian identity, quality standards, and operational resilience.

**Building Domestic Supply Strength**

Exploring efforts to strengthen local manufacturing, sourcing, and logistics to support long-term competitiveness and economic security.

**GET INVOLVED TODAY. CONTACT:**

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*The Globe and Mail is the #1 newspaper brand in Canada*

*Reaching more senior executives, business owners and professionals*

*Reaching more High-Net-Worth Investors with over \$500K in assets.*

Print/Digital Weekly Readers – **6,484,000**  
Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

Source: Vividata SCC Fall 2025, National, A18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
June 24	May 13	July 1
Sept. 29	Sept. 4	Oct. 6
Nov. 26	Oct. 22	Dec. 3