

# The EV Rebound

*Editorial Special Reports* are turnkey content solutions that provide participating advertisers with the opportunity to be aligned to relevant themes and articles.

About a third of the world’s total oil is being produced by countries in the Middle East. Any time there is instability or war in that region, one of the first ways most Canadians feel the impact is with higher gas prices. And it usually only takes a day or two. Brent Crude rose 30 per cent in the week after recent conflicts began, and gas rose 14 cents per litre. Those prices continue to climb.

Surveys from previous price increases have shown that a majority of Canadians (61 per cent) say soaring gas prices and vulnerability in the oil supply have convinced them it’s time to buy an EV. Now, with federal EV rebates back and a renewed interest from Ottawa in improving infrastructure, will this latest spike convince more Canadians to go electric? This special report explores the potential road ahead for Electric Vehicles.

For more information, contact The Globe Media Group team  
[advertising@globeandmail.com](mailto:advertising@globeandmail.com)



**Index 155**  
Globe reader more likely to intend to purchase EVs

**Index 168**  
Globe readers more likely to intend to purchase newly built vehicles

**Index 135**  
Globe readers have spent \$50K+ on their most recent vehicle

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

Source: Vividata SCC Fall, 2025, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date - Wednesdays
March 23	April 17	April 24, 2026
April 24	May 22	May 29, 2026



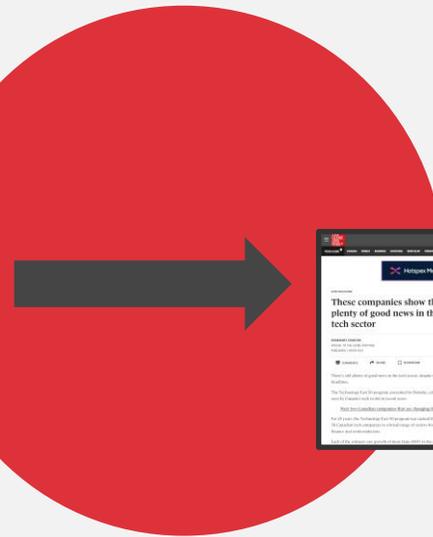
# EDITORIAL SPECIAL REPORT

# ESSENTIAL PACKAGE

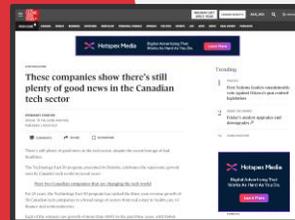
Your brand appears next to timely special report articles with reader-relevant themes, in digital and/or print environments.

## Digital Editorial Special Report Content Discovery

Standard Traffic Driver



Digital Editorial Special Report



## Print Editorial Special Report



Package	Details	Investment
Digital only package*	<ul style="list-style-type: none"> <li>➤ Equal brand SOV among participating advertisers, adjacent to editorial special report content**.</li> <li>➤ 350,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads</li> <li>➤ 500,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drivers traffic to your site</li> </ul>	\$17,000
Print only package	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content***</li> <li>• Various ad formats available</li> </ul>	Standard print rates apply
Digital + Print Package	<ul style="list-style-type: none"> <li>➤ Digital and print as described above</li> </ul>	<p>\$25,000 (full page***)</p> <p>\$20,000 (half page***)</p>

\* No minimum page view guarantees

\*\* No sightlines or approval editorial special report content

\*\*\* Other print sizes available



# EDITORIAL SPECIAL REPORT

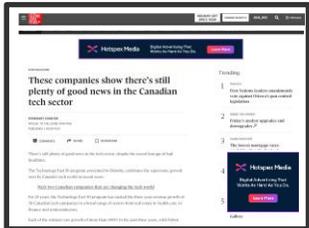
# PREMIUM PACKAGE

Your brand runs adjacent to editorial report content + sponsor content with your brand fully integrated

### Digital Sponsor Content Discovery



Standard Digital Traffic Driver



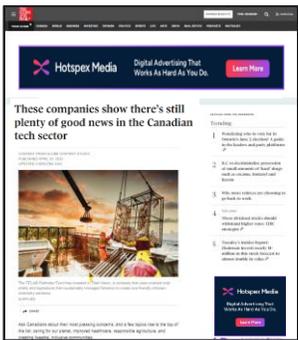
Digital Editorial Special Report Ads rotate with SOV among advertisers.

Print Editorial Special Report brand ad adjacency

Print Sponsor Content Full sightlines in article with brand adjacent to report content



Standard Digital Traffic Social Globe Native



Digital Sponsor Content Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL EDITORIAL REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees.               <ul style="list-style-type: none"> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL EDITORIAL SPECIAL REPORT:</b> As noted above.</li> <li>➤ <b>PRINT EDITORIAL REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to editorial report.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

\*No sightline or approval on editorial special report content.  
 \*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.