

# RENEWABLE ENERGY IN CANADA: Next Generation Solutions

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 technology providing data signals on what is resonating with readers. It provides confidence that these are ideal environments to position and deliver your brand message.

As global energy demands shift and climate goals intensify, renewable energy has emerged as a viable and growing force in Canada’s energy mix. This report explores how solar, wind, hydro, and emerging technologies are transforming communities and industries across the country. With a focus on net-zero goals, ESG reporting, and technological advancements, we highlight the opportunities and challenges for businesses, policymakers, and consumers. Advertisers will reach an audience invested in future-forward solutions that balance affordability, reliability, and sustainability, while showcasing innovation that positions Canada as a leader in clean energy transitions.

### Articles under consideration:

- Wind, solar, and hydro: Canada’s most viable renewable options
- Net-zero progress: corporate and community success stories
- ESG reporting trends shaping renewable energy investments

For more information, contact The Globe Media Group team  
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Print/Digital Weekly Readers – **6,123,000**  
Print Weekly Readers – **2,582,000** | Digital Weekly Readers – **4,502,000**

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

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
March 18	April 1	April 29	May 6
May 6	May 20	June 17	June 24
August 26	September 9	October 7	October 14
October 28	November 11	December 9	December 16



# 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"> <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>	<p><b>\$23,600</b> (National full page***)</p> <p><b>\$18,600</b> (National half page***)</p>

\*No minimum page view guarantees.  
 \*\*No sightlines or approval on integrated content.  
 \*\*\*Other print sizes and editions available.



# INTEGRATED SPECIAL REPORT

# PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

### Digital Sponsor Content Discovery



Standard Digital Traffic Driver



**Digital Integrated Special Report**  
Ads rotate with SOV among advertisers. Includes brand mention in the article.

### Print Integrated Special Report brand ad adjacency, mention in article

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



### Standard Digital Traffic



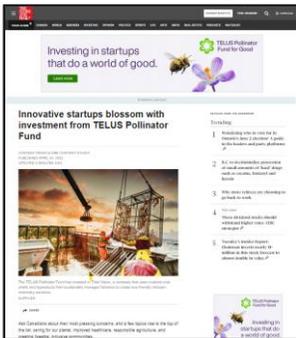
### Social



### 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 INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. 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 INTEGRATED REPORT:</b> As described above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to integrated report that includes brand mention.</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 integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.