

The Future of Automotive Mobility in Canada

Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, topics are informed by technology on what is resonating to keep readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Canada's automotive landscape is undergoing a major transformation, shaped by global events, new technologies, trade strategies, shifting consumer expectations, and significant investment in next-generation transportation. From the rise of electric vehicles and charging networks to advances in design, safety, and software, mobility is a central part of how Canadians live, work, and move. This report explores the trends and emerging opportunities that are redefining the sector, offering business readers a clear, accessible look at where the industry is heading.

By highlighting practical developments rather than technical deep dives, the report serves entrepreneurs, suppliers, service providers, and decision-makers across the mobility ecosystem. For advertisers, it offers a strong platform to align with a forward-looking audience engaged in one of Canada's most dynamic and rapidly evolving industries.

Themes under consideration

- **EV Adoption in Canada: What's Driving the Shift:** A look at consumer trends, charging expansion, and the business opportunities emerging around electrification.
- **The New Automotive Supply Chain:** How Canadian manufacturers and suppliers are adapting to EV components, battery production, and new design requirements.
- **Cars as Technology Platforms:** How software, connectivity, and in-car design are reshaping the driving experience and creating new business models.

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



1.8x more likely to be senior-level executives
283,000 Senior Managers/Owners

1.5x more likely to be Managers, Owners, Professionals
1,072,000 MOPEs

1.8x more likely to authorize business purchase decisions
1,064,000 BDMs

REPORT ON BUSINESS MAGAZINE READERSHIP (National)

Print/digital: 3,097,000
Print (average issue): 900,000 Digital (monthly): 1,746,000

Source: Vividata SCC Spring, 2026, Total 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
August 20	September 10	October 1	NOVEMBER 2026 ISSUE Digital – Friday, October 30 Print – Saturday, October 31
January 14	February 4	February 25	APRIL 2027 ISSUE Digital – Friday, March 26 Print – Saturday, March 27

INTEGRATED SPECIAL REPORT

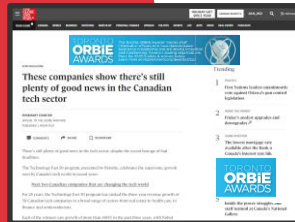
ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report
Content and Discovery

Standard Traffic Driver

Digital Integrated Special Report



Print Integrated Special Report



Full page ad



1/2 page ad

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**. Half and full-page ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

* No minimum page view estimates

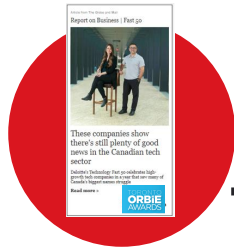
** No sightlines or approval on integrated special report content

PREMIUM PACKAGE

INTEGRATED SPECIAL REPORT

Your brand mentioned within integrated report content among participating advertisers + sponsor content developed for you exclusively to your approval

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Digital Sponsor Content
Custom developed with the client

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

*No sightline or approval on integrated special report content.

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