

Building Your Career: Skills, Credentials & Opportunities

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

Today's career paths are more flexible—and more competitive—than ever. Students and emerging professionals are looking for practical skills, recognized credentials, and learning experiences that open doors. Success now comes from combining education with upskilling, whether through university programs, industry certifications, or association designations that signal real-world expertise. Micro-credentials, experiential learning, and AI-powered career tools are reshaping how people prepare for work and advance once they're in it. This report is designed for learners planning their next step—and for the institutions, associations, and educators who want to reach them with programs that build future-ready talent.

Potential article themes

Credentials that Count - A look at university degrees, certificates, industry certifications, and association designations that boost employability.

Learning for a Hybrid World - How students can build digital, leadership, and collaboration skills that employers now expect.

Skills Roadmap - The rise of micro-credentials, short courses, and AI-guided learning paths that help launch or accelerate a career.

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
December 10	January 7	January 28	MARCH 2027 ISSUE Digital – Friday, February 26 Print – Saturday, February 27
February 5	April 8	April 29	JUNE 2027 ISSUE Digital – Friday, May 28 Print – Saturday, May 29

INTEGRATED SPECIAL REPORT

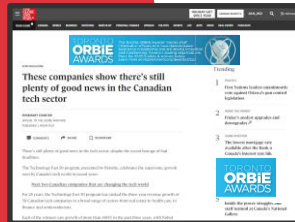
ESSENTIAL PACKAGE

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

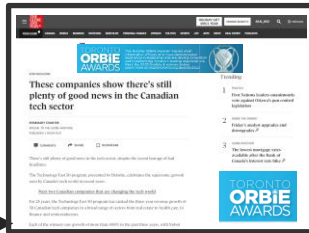
** No sightlines or approval on integrated special report content

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

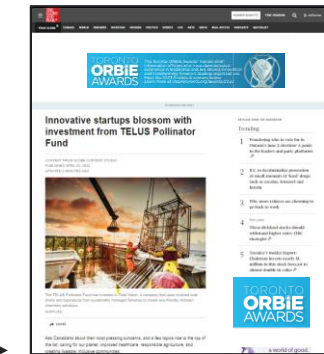


Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Standard Digital Traffic Driver



Digital Sponsor Content
Custom developed with the client

Standard Digital Traffic
Social
Globe Native

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.