

Connected Retail: The Next Era of Shopping

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.

Physical retail is evolving. Stores are becoming smarter, faster, and more purposeful. For businesses, the opportunity is in blending digital convenience with in-person impact. Brick-and-mortar locations double as mini-warehouses, service hubs, and brand stages, while online channels drive discovery and data. The companies that win will treat retail as an integrated ecosystem, not a channel tug-of-war. And for B2B partners—from payments to logistics to retail tech—this shift creates fresh demand for tools that make shopping seamless, efficient, and worth the trip.

Connected Retail is a report designed for the retail leaders and technology partners shaping that transformation. It gives advertisers a direct connection to this audience as they evaluate the solutions that will define the next era of shopping.

Potential article themes

Data-Driven Retail: Inventory, loyalty data, and AI forecasting reshape staffing, merchandising, and in-store experience.

Scaling the Experience: a look at brands using physical spaces to drive loyalty, reduce acquisition costs, and boost omnichannel conversion.

Next-gen POS and payment tools that are speeding transactions, reducing fraud, and connecting online and in-store data.

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
September 18	October 9	October 30	DECEMBER 2026 ISSUE Digital – Friday, November 27 Print – Saturday, November 28
February 10	March 3	March 24	MAY 2027 ISSUE Digital – Friday, April 23 Print – Saturday, April 24

INTEGRATED SPECIAL REPORT

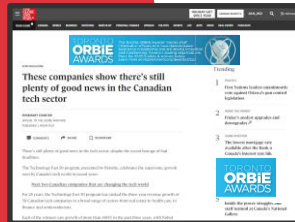
ESSENTIAL PACKAGE

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

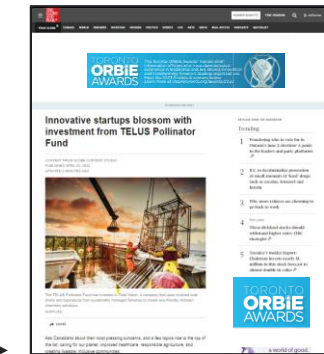


Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Standard Digital Traffic Driver



Digital Sponsor Content
Custom developed with the client



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.