

# CRUISES

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

The **2027 Cruises Special Report Series** will explore the new era of modern cruising, highlighting the standout experiences, innovations, and trends shaping travel at sea. Each monthly edition will showcase immersive shore excursions, elevated on-board entertainment, world-class dining, next-generation ships, and the latest advancements in sustainability and travel technology. With compelling storytelling and striking visuals, the series is designed to inspire readers as they plan their next voyage.

Reaching **The Globe and Mail’s influential, travel-savvy audience**, this series offers advertisers a powerful opportunity to connect with Canadians who value premium experiences and are actively planning meaningful travel. With monthly touchpoints throughout the year, brands gain consistent visibility in a trusted, high-engagement environment.

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

**35%**  
more likely  
choose cruise  
vacations over  
other types

**51%**  
more likely to  
have taken a  
cruise vacation in  
the past 3 years

**39%**  
more likely to be  
heavy cruise  
travelers  
(2+ weeks)

Print/Digital Weekly Readers – **6,526,000**  
 Readers: Print Weekly– **3,051,000** Digital Weekly– **4,840,000**  
Source: Vividata SCC Spring, 2026, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
June 9	July 7	July 14
July 14	August 11	August 18
August 11	September 8	September 15
September 8	October 6	October 13
October 7	November 3	November 10
November 10	December 8	December 15



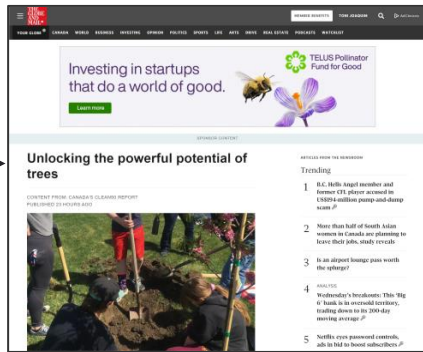
# INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

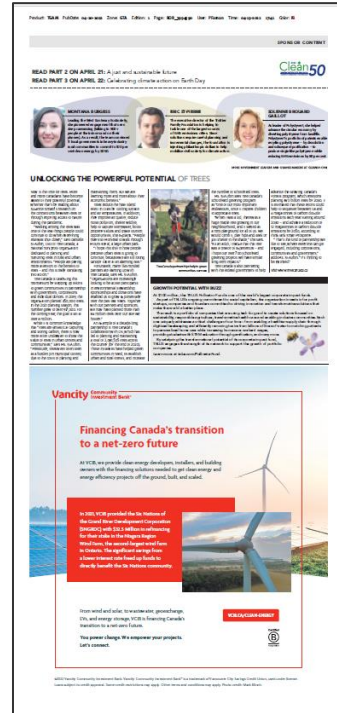
Your brand mentioned within the integrated report among participating advertisers



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.