

# In-House Counsel – Strategy and Influence

*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.*

In-house counsel are now strategic partners who shape major corporate decisions, manage risk, and guide organizations through complex regulatory and operational environments. As their role expands, so does the need for their insights, and trusted expertise. This report explores how today’s corporate legal leaders are influencing business strategy, collaborating with outside firms, and navigating challenges that span compliance, technology, governance, and global operations.

By highlighting the tools, partnerships, and skills of modern in-house practice, this report serves both legal professionals driving corporate decision-making and the organizations that support them — from law firms and legal associations to academic institutions preparing the next generation of counsel. For advertisers, it offers a direct connection to a highly engaged, high-impact audience at the center of corporate strategy.

## Themes under consideration

- **The Strategic Counsel: How In-House Lawyers Shape Corporate Direction** - How legal teams now influence business planning, risk, and major decisions.
- **Outside Counsel, Inside Value** - How in-house departments use external firms for specialized expertise and strategic support.
- **The Future of Legal Talent** - Key skills, tech adoption, and training shaping the next generation of corporate counsel.

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



## 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	<b><u>NOVEMBER 2026 ISSUE</u></b> Digital – Friday, October 30 Print – Saturday, October 31
January 14	February 4	February 25	<b><u>APRIL 2027 ISSUE</u></b> Digital – Friday, March 26 Print – Saturday, March 27

**INTEGRATED SPECIAL REPORT**

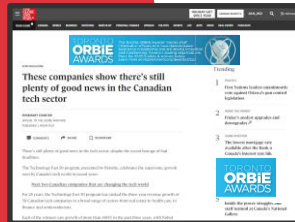
**ESSENTIAL PACKAGE**

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"> <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**. Half and full-page 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 estimates

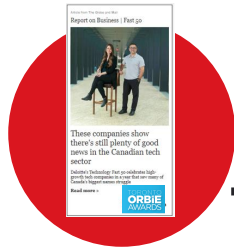
\*\* No sightlines or approval on integrated special report content

# INTEGRATED SPECIAL REPORT

# PREMIUM PACKAGE

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
<b>Digital Only Package</b>	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report*. 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>	<b>\$20,000</b>
<b>Print + Digital Package</b>	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED SPECIAL REPORT:</b> As noted above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to editorial report.</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><b>\$33,000</b> (National full page)</p> <p><b>\$28,000</b> (National half page)</p>

\*No sightline or approval on integrated special report content.

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