



2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

PET HEALTH CANADA

Integrated special reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are informed by content management technology that provide data signals 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.

Pet Health Canada explores the growing world of pet wellness and the businesses that make it thrive – from research and veterinary care, to insurance, food and retail. This special report will look at how pet owners are investing more in their companions’ wellbeing, creating opportunities for brands, and service providers alike. Through expert insights and inspiring stories, the report connects advertisers with engaged “pet parents” and the professionals and products guiding their choices.

Potential Articles

Innovations in Pet Health: Highlighting the latest research, treatments and technologies that improve pet health and lifespan

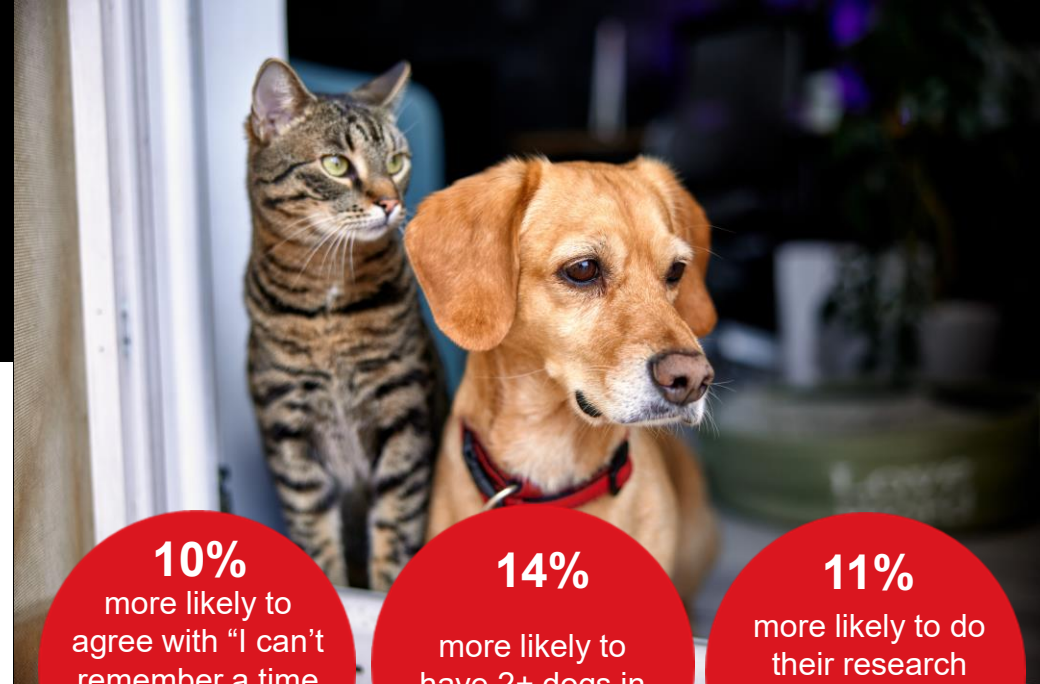
Evolving Pet Care: How vets, insurers and wellness providers are adapting to offer more accessible, personalized care for pets at every life stage.

Premium Nutrition: Functional and specialty diets, and how food makers and retailers are helping owners make healthier choices.

Pet Insurance & Financial Wellness: A look at the insurance and payment solutions helping owners manage costs and ensure consistent, high-quality care.

Pet Travel: A look at growing travel options for pets - from airline policies to road-trip essentials

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



10%
 more likely to agree with “I can’t remember a time when I didn’t have a pet”

14%
 more likely to have 2+ dogs in household

11%
 more likely to do their research before giving their pet medicine

Print/Digital Weekly Readers – **6,484,000**
 Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,000**

Source: Vividata SCC Fall, 2025, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Mondays
-	June 22, 2026	July 13, 2026	July 20, 2026
September 1, 2026	September 14, 2026	October 13, 2026	October 19, 2026



INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

MEDIA PACKAGES

DIGITAL

- Equal brand ad SOV running among participating advertisers, adjacent to integrated report content. Includes brand mention within article
- **400,000 TOTAL IMPRESSIONS** running **Globe and Mail ROS**
 - 200,000** driver impressions
 - 300x600 includes logo, drive to integrated report with adjacent SOV ads.
 - 200,000** brand impressions
 - 300x250 brand ads, drives traffic to your site.

Investment: \$8,000

PRINT + DIGITAL

- | | |
|--|-----------------|
| Full page + 300,000 digital impressions: | \$22,000 |
| ½ page + 300,000 digital impressions: | \$15,000 |
| ¼ page + 300,000 digital impressions: | \$9,900 |

Advertising commitment includes quote/mention in one article



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.

- No page view estimates
- No sightlines in Integrated Special Report content



INTEGRATED SPECIAL REPORT

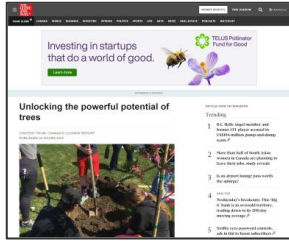
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.

Print Integrated Special Report
brand ad adjacency, mention in article

Print Sponsor Content
Full sightlines in article with brand adjacent to report content



Standard Digital Traffic

Social



Globe Native



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. Includes brand mention*. 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 REPORT: As described above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to integrated report that includes brand mention. ➤ 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 report content.

**Full sightline and approval on sponsor content. 6 to 8-week lead time.