

# Small Business Outlook

INTEGRATED SPECIAL REPORT  
- PRINT AND DIGITAL  
MAGAZINE -

*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.*

Small businesses are operating through a period defined by global uncertainty, shifting trade conditions, and rising operational pressures. These forces — from supply chain disruptions influenced by international tensions to evolving tariff structures — are reshaping how local businesses plan, price, and grow. *Small Business Outlook* provides practical guidance to help owners confidently navigate these challenges.

By focusing on resilience, innovation, and real-world strategies, *Small Business Outlook* supports entrepreneurs who continue to drive local economies despite unpredictable conditions. And for advertisers, aligning with this report means connecting with a highly engaged audience of business leaders who are actively seeking solutions, tools, and partnerships that can help them move ahead.

## Themes under consideration

**Build for Uncertainty:** Flexible strategies businesses can use for resilience and profitability.

**Expanding Beyond Borders:** Ways that small businesses can source, sell or partner internationally despite trade and market fluctuations.

**New Cost of Doing Business:** A look at rising operational expenses – from materials to labour – and the tools and tactics helping owners manage them.

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
July 16	August 6	August 27	<b>OCTOBER 2026 ISSUE</b> Digital – Friday, September 25 Print – Saturday, September 26
December 14	January 7	January 28	<b>MARCH 2027 ISSUE</b> Digital – Friday, February 26 Print – Saturday, February 27

**INTEGRATED SPECIAL REPORT**

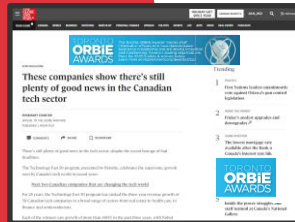
**ESSENTIAL PACKAGE**

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

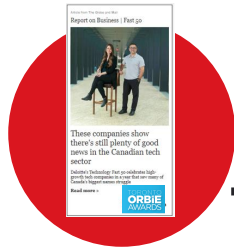
\*\* No sightlines or approval on integrated special report content

# 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
Digital Only Package	<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>
Print + Digital Package	<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.