



2026-27 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

KEEP IT CANADIAN: Supporting Local, Building Stronger Communities

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.

Keep it Canadian celebrates the products, services, businesses and destinations that help drive Canada's economy and strengthen communities across the country. As consumers place greater emphasis on supporting domestic brands, this special report will showcase Canadian innovation, quality and entrepreneurship while highlighting the impact of buying, travelling and doing business locally. *Keep it Canadian* offers advertisers a trusted platform to connect with Globe readers seeking Canadian-made products, homegrown expertise and uniquely Canadian experiences.

Story Ideas

Buy Canadian - Celebrate the products, services and brands contributing to Canada's growth, innovation and success.

Travel Canadian - Discover the people, places and experiences that make Canada worth exploring.

Support Canadian - Learn how supporting local businesses helps build stronger communities, country-wide.

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



10%
More likely to buy goods produced in their own country wherever possible

18%
More likely to value expert's opinions when choosing products

14%
More likely to support local businesses

Print/Digital Weekly Readers – **6,526,000**
Print Weekly Readers – **3,051,000** | Digital Weekly Readers – **4,840,000**

Source: Vividata SCC Spring, 2026, National, Adults 18+

Sponsor Content – Premium Package Booking Deadline	Standard – Essential Package Booking Deadline	Material Deadline	Publishing Dates (Thursdays)
-	September 17	October 8	October 22, 2026
September 24	October 15	November 5	November 19, 2026
October 22	November 12	December 3	December 10, 2026
December 10	December 17	January 21	January 28, 2027



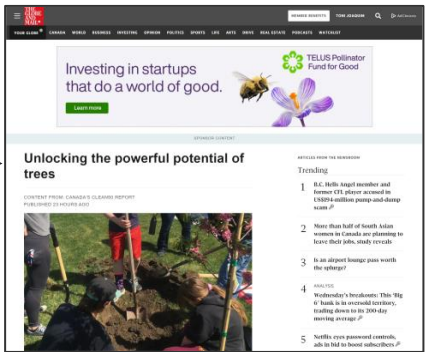
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

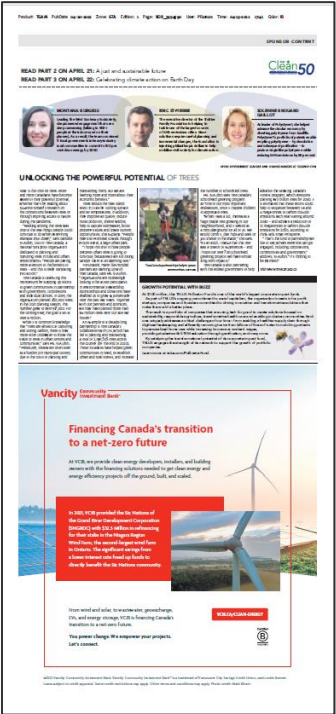
Your brand mentioned within the integrated report among participating advertisers



**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*	➤ 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	➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.	Standard print rates apply
Digital + Print	➤ Digital and print as described above.	\$23,600 (National full page***) \$18,600 (National half page***)

*No minimum page view guarantees.

**No sightlines or approval on integrated content.

***Other print sizes and editions available.



INTEGRATED SPECIAL REPORT

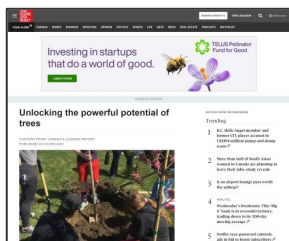
PREMIUM PACKAGE

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

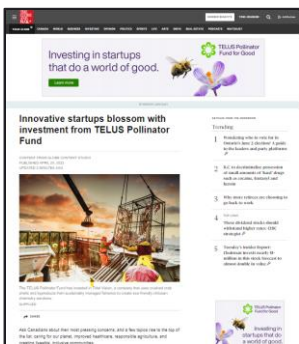
Digital Sponsor Content Discovery



Standard Digital
Traffic Driver



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



Digital Sponsor Content
Custom developed with the
client

Print Integrated Special Report brand ad adjacency, mention in article



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



Package

Details

Investment

Digital Only Package

- **DIGITAL INTEGRATED REPORT:** Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees.
 - 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**.
 - 100% SOV brand ads adjacent to sponsor content.
 - Branded content discovery includes standard traffic drivers, native and social.

\$20,000

Print + Digital Package

- **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.
 - 100% SOV brand ads adjacent to content.
 - Branded content discovery includes standard traffic drivers, native and social.

\$33,000
(National
full page)

\$28,000
(National
half page)

*No sightline or approval on integrated report content.

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