

NEW ROUTES TO GROWTH: SMALL BUSINESS EDITION

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 technology on what is resonating with readers. It provides confidence that these are ideal environments to position and deliver your brand message.

Canadian small businesses are known for their adaptability, innovation and resilience. As economic and trade conditions evolve, entrepreneurs are exploring ways to grow. *New Routes to Growth: Small Business Edition* examines strategies helping business owners navigate upheaval and uncover new opportunities. Through expert insights, real-world success stories and actionable ideas, this report will explore how small businesses are strengthening, diversifying, and repositioning, for long-term success. This report offers valuable guidance for entrepreneurs seeking sustainable growth in a changing marketplace.

Story Ideas

- How small businesses are finding customers across Canada.
- Financing options that help businesses scale with confidence.
- Using e-commerce and technology to access new markets.
- Entrepreneur strategies to expand products, services and customer bases.

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

60%

more likely to be business purchase influencers

67%

more likely to be senior managers and owners

41%

more likely to be managers, owners, professionals, executives

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 Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
-	September 16	October 7	October 21, 2026
September 30	October 21	November 11	November 25, 2026
December 2	December 16	January 13	January 27, 2027
December 16	January 13	February 3	February 17, 2027



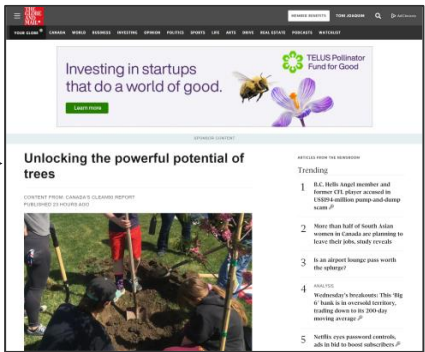
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

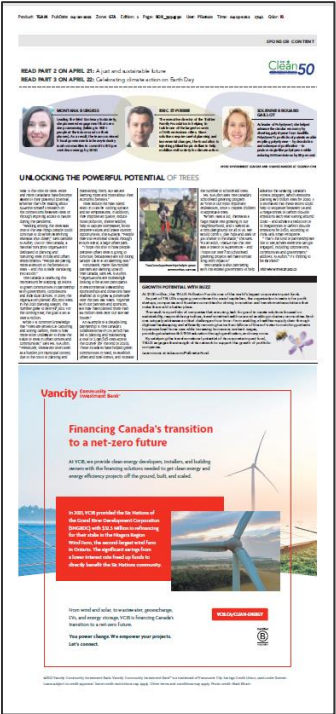
Your brand mentioned within the integrated report among participating advertisers



**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

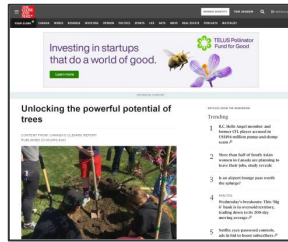
PREMIUM PACKAGE

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.