2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Building Better Portfolios

Integrated Special Reports are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe and Mail Content Studio, topics are informed by technology providing signals on what is resonating to keep readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Today's investors have access to an expanding range of investment tools, from ETFs and mutual funds to alternatives and professionally managed solutions. As markets evolve and financial goals become more complex, effective portfolio construction is increasingly important. This special report explores how investors, advisors and portfolio managers are building resilient portfolios to balance growth, income and risk. Through expert insights and practical strategies, the report will examine asset allocation, active and passive investing, alternative investments and approaches to managing uncertainty while pursuing long-term financial goals.

Potential Article Themes

- **The Modern Portfolio Toolkit** - How ETFs, active strategies and alternative investments can work together to support diversification and long-term growth.
- **Investing for Outcomes** - Approaches to generating income, preserving capital and building wealth across market cycles.
- **Managing Risk in a Changing World** - How investors are adapting portfolios to navigate volatility, economic shifts and evolving market conditions.

For more information, contact The Globe and Mail Advertising team advertising@globeandmail.com



Print/Digital Weekly Readers – **6,401,000**
Print Weekly Readers – **3,025,000** | Digital Weekly Readers – **4,808,000**

Source: Vividata SCC Fall, 2026, National, Adults 18+ *11+ transactions/past 12 months

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Mondays
December 14, 2026	January 4	January 25	February 1
March 1	March 22	April 12	April 19
September 7	September 27	October 18	October 25
October 25	November 15	December 6	December 13

THE GLOBE AND MAIL

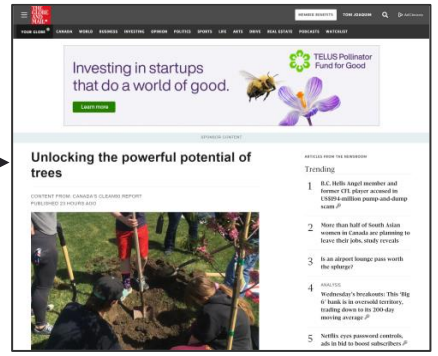
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

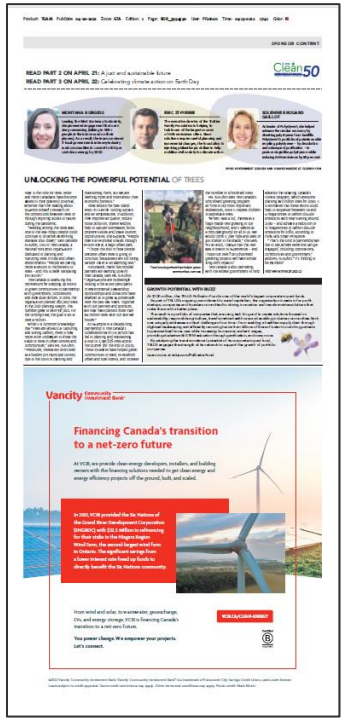
Your brand mentioned within the integrated report among participating advertisers



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.**

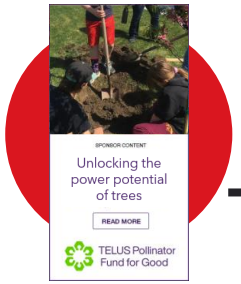
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

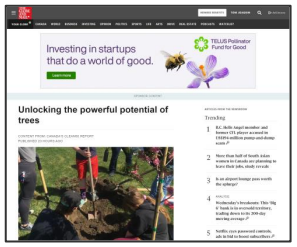
PREMIUM PACKAGE

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

Digital Sponsor Content Discovery

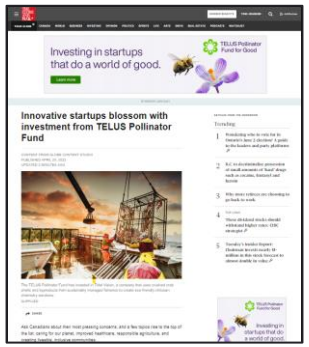


Standard Digital Traffic Driver



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

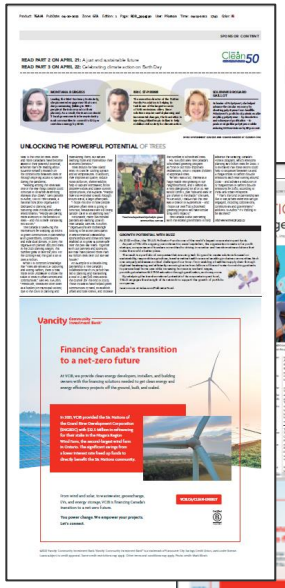




Digital Sponsor Content
Custom developed with the client

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.**