2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

The Business of Building - How leaders are advancing infrastructure, housing, and industry

Integrated Special Reports are turnkey content solutions where 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 and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Canada's building sector sits at the centre of the country's economic agenda, from housing and transportation to energy, manufacturing and critical infrastructure. **The Business of Building** examines the investments, partnerships, technologies and leadership strategies shaping major projects across the country, delivering insights for executives, developers, owners, engineers and suppliers driving long-term growth.

Story Ideas

- **Capital at Work: Where Infrastructure Dollars Are Flowing -** A look at the public and private investments transforming housing, transit, energy and industrial development.
- **The Productivity Advantage -** How technology, modernization and new project delivery models are helping organizations improve efficiency and project outcomes.
- **Building Resilience -** How manufacturers, suppliers and contractors are strengthening supply chains, managing workforce pressures and keeping major projects on track.

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+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Tuesdays
December 15	January 12	February 2	February 9
March 16	April 6	April 27	May 4
July 6	July 27	August 17	August 24
August 24	September 14	October 5	October 12

THE GLOBE AND MAIL

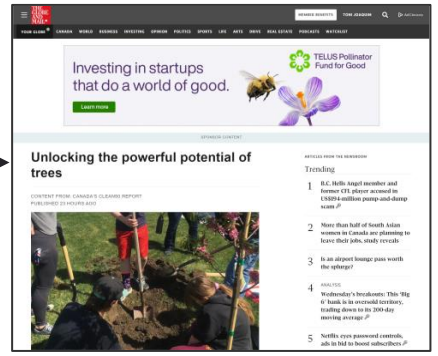
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

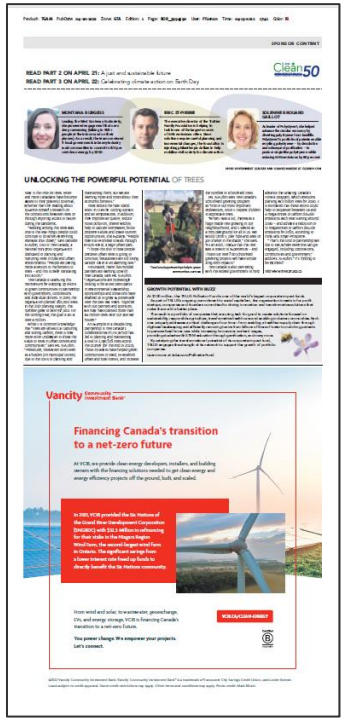
Your brand mentioned within the integrated report among participating advertisers



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.**

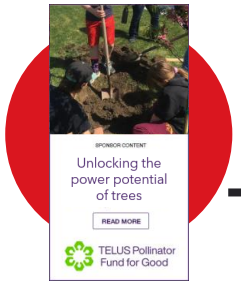
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

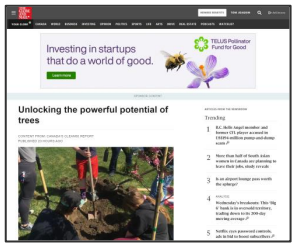
PREMIUM PACKAGE

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

Digital Sponsor Content Discovery

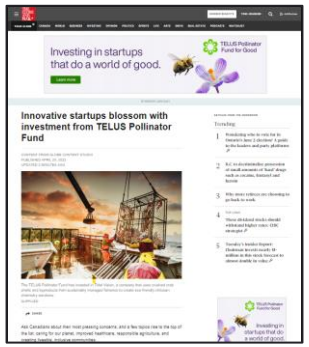


Standard Digital Traffic Driver



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

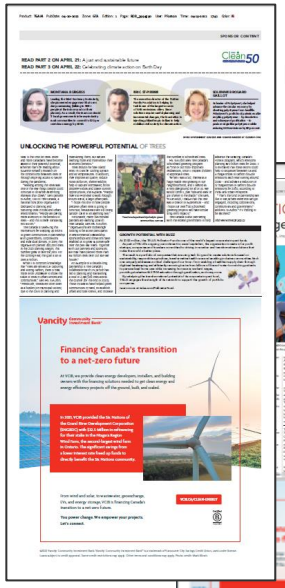




Digital Sponsor Content
Custom developed with the client

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 (National)
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 2,500 – 3,200 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.	**$22,500**
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.	**$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.**