2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Charitable Capital -
Stewarding Assets. Advancing Impact.

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

Canada's charities, foundations and non-profit organizations face growing financial complexity while striving to maximize impact. *Charitable Capital* explores the investment, governance and stewardship strategies that help mission-driven organizations build long-term resilience. Drawing on insights from charity leaders, foundation executives and investment professionals, the report examines how organizations can grow and protect assets, strengthen governance, manage risk and align financial decisions with their missions. It also explores trends shaping the sector, including responsible investing, evolving donor expectations and changing economic conditions. Designed for executives, board members and finance leaders, *Charitable Capital* delivers practical insights for sustaining impact through effective financial stewardship.

Topics Under Consideration

Building Stronger Foundations - Investment and governance strategies that support long-term sustainability.

Investing with Purpose - Balancing responsible investing with fiduciary responsibility and mission impact.

Navigating Uncertainty - Protecting assets and strengthening resilience in volatile markets.



Print/Digital Weekly Readers – **6,401,000**
Print Weekly Readers – **2,025,000** | 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 Wednesdays
January 13	February 3	February 24	March 3
March 24	April 14	May 5	May 12
August 4	August 25	September 15	September 22
October 6	October 27	November 17	November 24

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

THE GLOBE AND MAIL

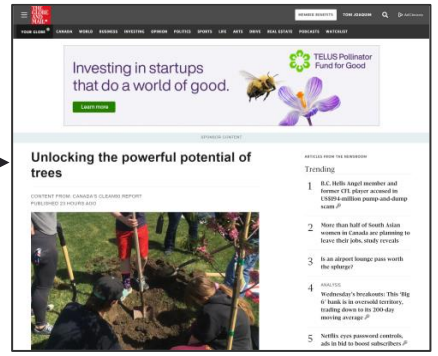
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

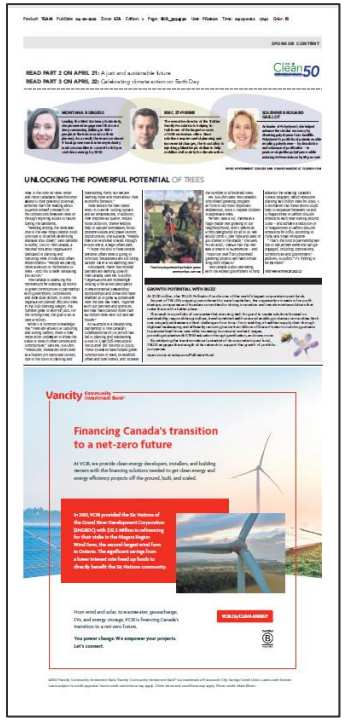
Your brand mentioned within the integrated report among participating advertisers



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.**

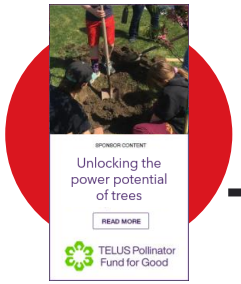
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

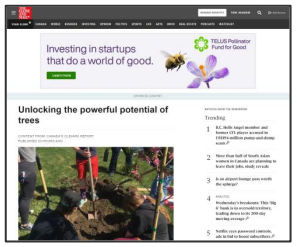
PREMIUM PACKAGE

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

Digital Sponsor Content Discovery

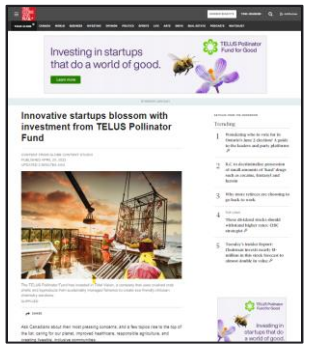


Standard Digital Traffic Driver



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

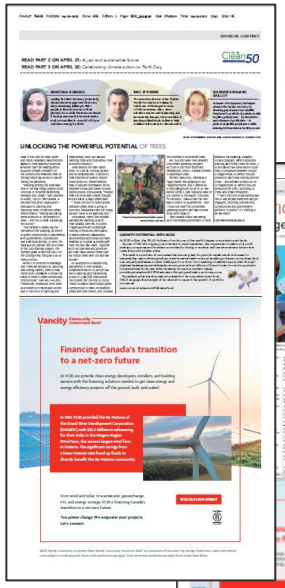




Digital Sponsor Content
Custom developed with the client

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.**