2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

EXPLORE CANADA 2027 – A journey through our own backyard

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 and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Explore Canada 2027 celebrates the extraordinary destinations, experiences, and communities that make Canada a world-class place to explore. As Canadians continue to embrace travel closer to home, this special report highlights inspiring journeys from coast to coast to coast, encouraging readers to discover new perspectives in their own backyard.

Through engaging storytelling, local expertise, and practical travel insights, *Explore Canada 2027* showcases the people, places, and experiences shaping domestic travel today. Potential editorial themes may include **Canada's Hidden Gems** (under-the-radar destinations worth the detour), **Great Canadian Getaways** (memorable escapes for every season), and **Taste the Region** (culinary experiences that define a destination). These themes are intended to reflect the spirit of the report and may evolve as we develop the strongest editorial lineup.

For advertisers, *Explore Canada 2027* offers access to an engaged audience seeking authentic experiences while supporting local businesses and communities across Canada.

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



Print/Digital Weekly Readers – **6,484,000**
Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,000**

Source: Vividata SCC Fall, 2025, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
March 17	April 7	April 28	May 5
April 14	May 5	May 26	June 2
May 19	June 9	June 30	July 7
June 16	July 7	July 28	August 4

THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

MEDIA PACKAGES

DIGITAL

- Equal brand ad SOV running among participating advertisers, adjacent to integrated report content. Includes brand mention within article

- **400,000 TOTAL IMPRESSIONS running Globe and Mail ROS**

200,000 driver impressions

- 300x600 includes logo, drive to integrated report with adjacent SOV ads.

200,000 brand impressions

- 300x250 brand ads, drives traffic to your site.

Investment: $8,000

PRINT + DIGITAL

Full page + 300,000 digital impressions:	**$26,000**
2/3 page + 300,000 digital impressions:	**$19,500**
½ page + 300,000 digital impressions:	**$16,900**
1/3 page + 300,000 digital impressions:	**$11,500**
¼ page + 300,000 digital impressions:	**$8,500**
Banner:	**$5,500**
1/8 page:	**$4,500**

Advertising commitment includes quote/mention in one article



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.

- **No page view estimates**
- **No sightlines in Integrated Special Report content**

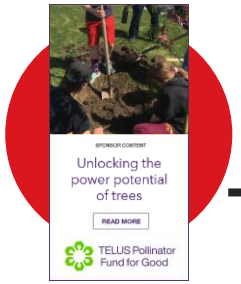
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

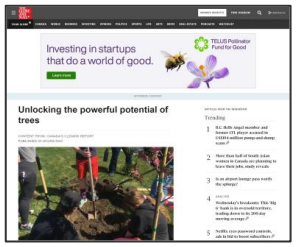
PREMIUM PACKAGE

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

Digital Sponsor Content Discovery

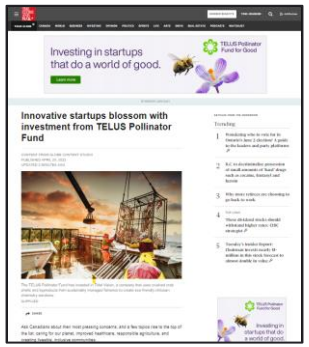


Standard Digital Traffic Driver



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.**