2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Passports Ready

Integrated special reports are turnkey content solutions in which advertisers can be mentioned in at least one story. Produced by Globe and Mail Content Studio. Topics are informed by technology that informs what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to deliver your brand message.

Passports Ready is a curated guide to unforgettable international travel experiences, created for Canadians eager to explore the world with curiosity and purpose. From iconic destinations and emerging hotspots to luxury escapes and culturally rich adventures, this special report inspires readers to discover new ways to travel.

Through engaging storytelling, expert insights, and practical planning advice, *Passports Ready* helps readers turn travel dreams into reality Feature themes may include **The New European Escape** (hidden gems beyond the major capitals), **Luxury with Purpose** (high-end travel with a focus on sustainability and community impact), and **A Taste of the World** (destinations best explored through food and local traditions) Final article topics are still being considered.

For advertisers, *Passports Ready* delivers access to an affluent, travel-minded audience seeking inspiration, expertise, and trusted recommendations for their next adventure.

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	Publication Date (Wednesdays)
December 23	January 20	February 10	February 17
March 3	March 24	April 14	April 21
April 21	May 12	June 2	June 9
June 23	July 14	August 4	August 11
August 18	September 8	September 29	October 6
October 20	November 10	December 1	December 8

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**

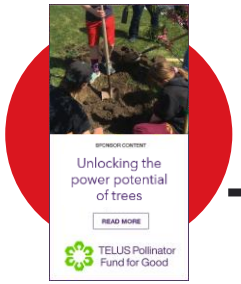
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

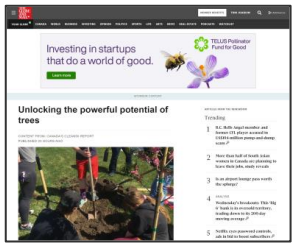
PREMIUM PACKAGE

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

Digital Sponsor Content Discovery

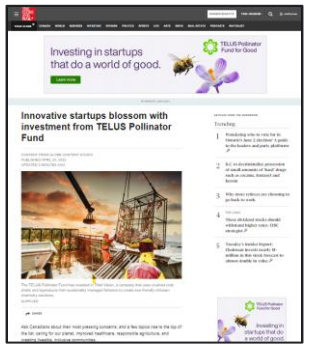


Standard Digital Traffic Driver



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.**