

ELECTRIC VEHICLES REPORT

Editorial Special Reports are turnkey content solutions that provide participating advertisers with the opportunity to be aligned to relevant themes and articles.

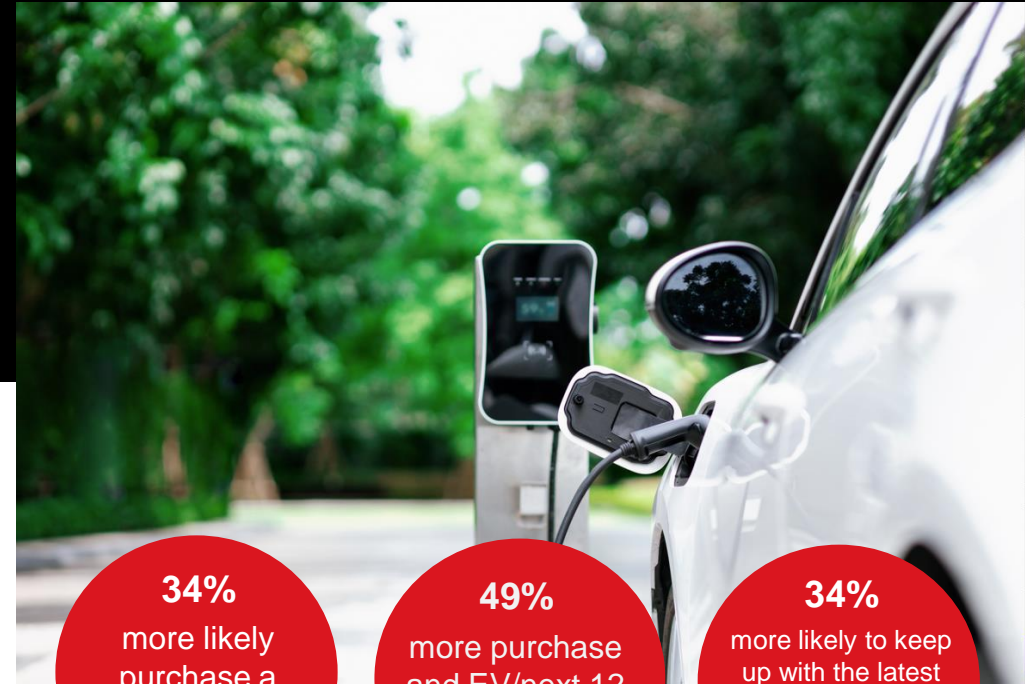
Canada is striving to hit its net-zero carbon emissions target. As such, the sales of zero-emissions vehicles have been increasing steadily from about 3 per cent overall in 2020 to an all-time high of more than 10% for the most recent quarter. The mandate is to hit at least 20 per cent of sales by 2026, but there are signs this growth rate may slow.

As chip technologies improve, batteries become more efficient, infrastructure challenges are overcome, and as designs become more futuristic and appealing to consumers, it's clear it's only a matter of time before EV adoption has its next acceleration moment.

Buyers want to transition, but on their terms. What does that look like? How are auto makers and other stakeholders responding? Putting the spotlight on EVs and ancillary businesses, this special report will discuss the challenges and potential solutions.

For additional information contact

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34%
more likely
purchase a
vehicle/next 12
months

49%
more purchase
and EV/next 12
months

34%
more likely to keep
up with the latest
advances in
automobile
technology

Print/Digital Weekly Readers – **2,665,000**
Print Weekly Readers – **827,000** | Digital Weekly Readers – **1,498,000**

2.3x more likely to be senior-level executives
1.7x more likely to be Managers, Owners, Professionals
2.4x more likely to authorize business purchase decisions

Source: Vividata SCC Fall, 2023, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Date
February 14, 2024	March 4, 2024	March 27, 2024	April 27, 2024

EDITORIAL SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand appears next to timely special report articles with reader-relevant themes, in digital and/or print environments.

Digital Editorial Special Report Content and Discovery

Standard Traffic Driver

Digital Editorial Special Report

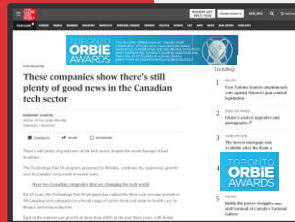
Print Editorial Special Report



Full page ad



1/2 page ad



Package	Details	Investment
Digital only package*	<ul style="list-style-type: none"> ➤ Equal brand SOV among participating advertisers, adjacent to editorial special report content**. ➤ 350,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads ➤ 500,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drivers traffic to your site 	\$17,000
Print only package	<ul style="list-style-type: none"> ➤ Ad adjacent to report content ➤ Full and half page size 	Standard print rates apply
Digital + Print Package	<ul style="list-style-type: none"> ➤ Digital and print as described above 	<p>\$25,000 (full page)</p> <p>\$20,000 (half page)</p>

* No minimum page view estimates

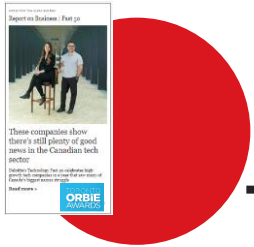
** No sightlines or approval on editorial special report content

EDITORIAL SPECIAL REPORT

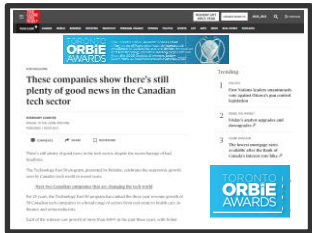
PREMIUM PACKAGE

Your brand runs adjacent to editorial report content + fully integrated in your own sponsor content

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Editorial Special Report
Ads rotate with SOV among advertisers.

Print Editorial Special Report
brand ad adjacency



Print Sponsor Content
Full sightlines in article with brand adjacent to report content



Digital Sponsor Content
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL EDITORIAL REPORT: Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. 	\$20,000
	<ul style="list-style-type: none"> ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL EDITORIAL SPECIAL REPORT: As noted above. 	\$33,000 (National full page)
	<ul style="list-style-type: none"> ➤ PRINT EDITORIAL REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. 	
	<ul style="list-style-type: none"> ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	

*No sightline or approval on editorial special report content.
**Full sightline and approval on sponsor content. 6-week lead time.