

New Directions in Trade: What's Next for Canadian Exporters in a Changing World

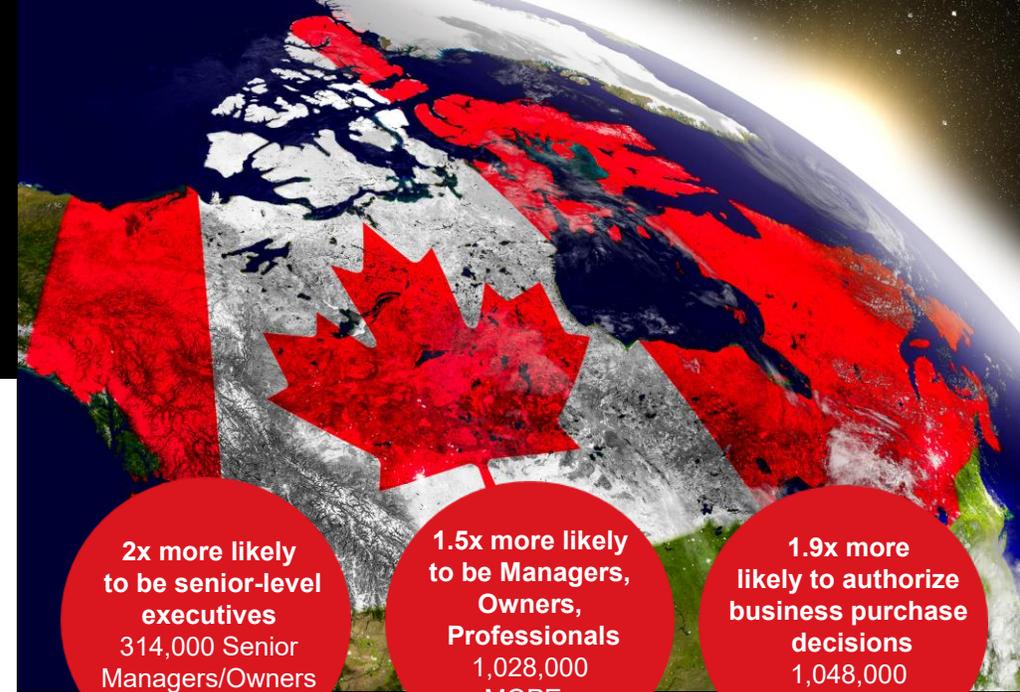
Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, topics are informed by technology on what is resonating to keep readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Global trade is shifting, and Canadian SMEs are feeling the pressure. Longstanding markets have become harder to access, with rising costs, complex rules, and supply chain friction. At the same time, new doors are opening in regions like Europe and the UK. This two-part report explores the risks and rewards of global trade today—from navigating roadblocks to tapping into fresh opportunity. It offers insights, real business examples, and expert advice for companies ready to rethink their international strategy.

Themes under consideration:

- Trade Troubles - A practical look at new trade barriers, rising red tape, and cost pressures that Canadian exporters must manage.
- Europe Reimagined - How Canadian businesses are leveraging EU and UK trade deals for growth.
- Beyond the Usual - Profiles of lesser-known but emerging high-potential markets, plus tools and tips for smart diversification.

**For additional information contact The Globe Media Group team
advertising@globeandmail.com**



**2x more likely
to be senior-level
executives**
314,000 Senior
Managers/Owners

**1.5x more likely
to be Managers,
Owners,
Professionals**
1,028,000
MOPEs

**1.9x more
likely to authorize
business purchase
decisions**
1,048,000
BDMs

REPORT ON BUSINESS MAGAZINE READERSHIP (National)

Print/digital: 2,821,000

Print (average issue): 837,000 Digital (monthly): 1,645,000

Source: Vividata SCC Fall 2024, Total 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
December 4	December 18	January 29	<u>MARCH 2026 ISSUE</u> Digital – Friday, February 27 Print – Saturday, February 28
March 12	April 2	May 7	<u>JUNE 2026 ISSUE</u> Digital – Friday, May 29 Print – Saturday, May 30

INTEGRATED SPECIAL REPORT

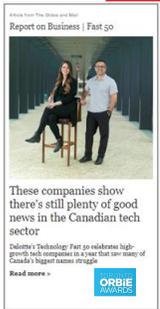
ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report
Content and Discovery

Standard Traffic Driver

Digital Integrated Special Report



Print Integrated Special Report



Full page ad



1/2 page ad

Package	Details	Investment
Digital*	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Half and full-page ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

* No minimum page view estimates

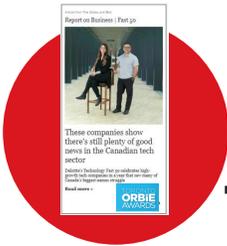
** No sightlines or approval on integrated special report content

INTEGRATED SPECIAL REPORT

PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content developed for you exclusively to your approval

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Digital Sponsor Content
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED 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. ➤ 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. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED SPECIAL REPORT: As noted above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. ➤ 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. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated special report content.

**Full sightline and approval on sponsor content. 6-week lead time.