



2026 MEDIA KIT



GLOBE MEDIA GROUP

Audience Expertise



[DIGITAL AND GLOBE ALLIANCE →](#)



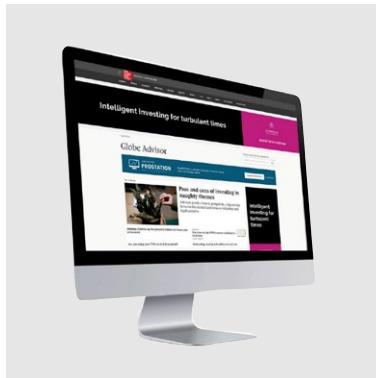
[GLOBE CONTENT STUDIO →](#)



[THE GLOBE AND MAIL
NEWSPAPER →](#)



[REPORT ON BUSINESS
MAGAZINE →](#)



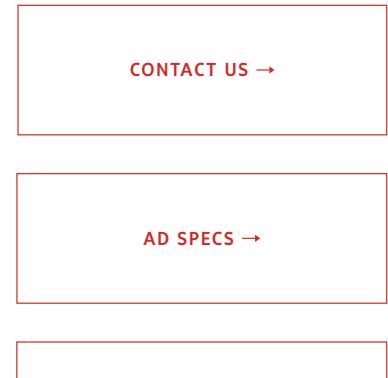
[GLOBE ADVISOR →](#)



[STYLE MAGAZINE →](#)



[GLOBE EVENTS →](#)



[CONTACT US →](#)

[AD SPECS →](#)

[ADVERTISING TERMS AND
CONDITIONS →](#)



Digital and Globe Alliance

Connect with Canada across the world's
best news, business and lifestyle sites.



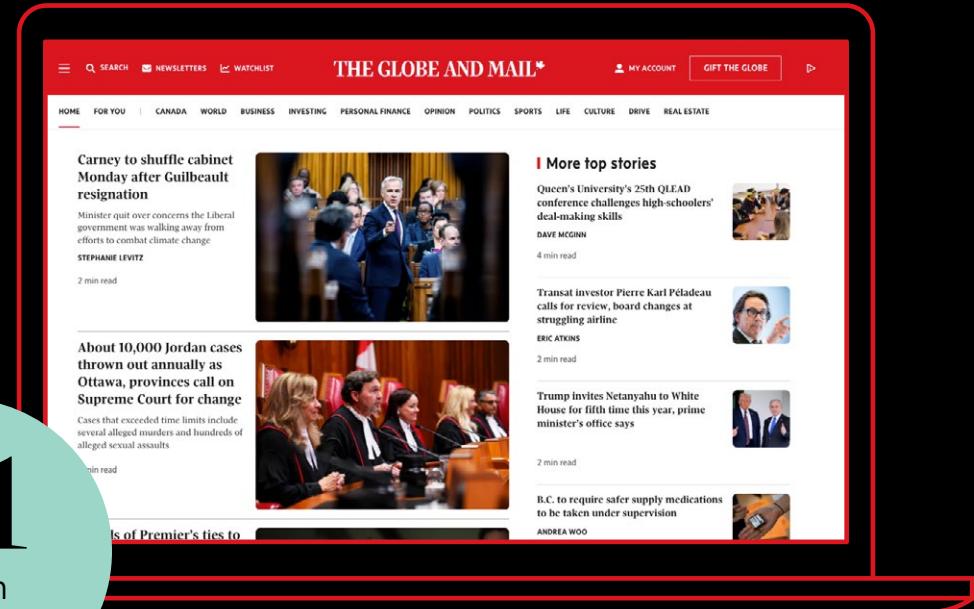
[CONTACT US →](#)



For Canadian perspectives, influential Canadians start with The Globe and Mail

The Globe and Mail delivers award-winning, future-focused journalism crafted in Canada, offering your brand an unparalleled opportunity to connect with the country's most engaged and discerning audiences.

7.1
million
monthly UVs



THE GLOBE'S DIGITAL AUDIENCE IS:

51%
more likely to
work in the
technology
sector

14%
more likely
to be Senior
Managers/
Owners

36%
more likely to
have investable
assets of
\$500K+

15%
more likely
to be C-Suite
Executives

32%
more likely to
have personal
incomes of
\$150K+

11%
more likely
to work
for the
government



[CONTACT US →](#)

Source: Comscore Media Metrix Multi-Platform, Desktop and Mobile, Jul-Sept (Q3) 2025 Average, A18+, Plan Metrix, June 2025.

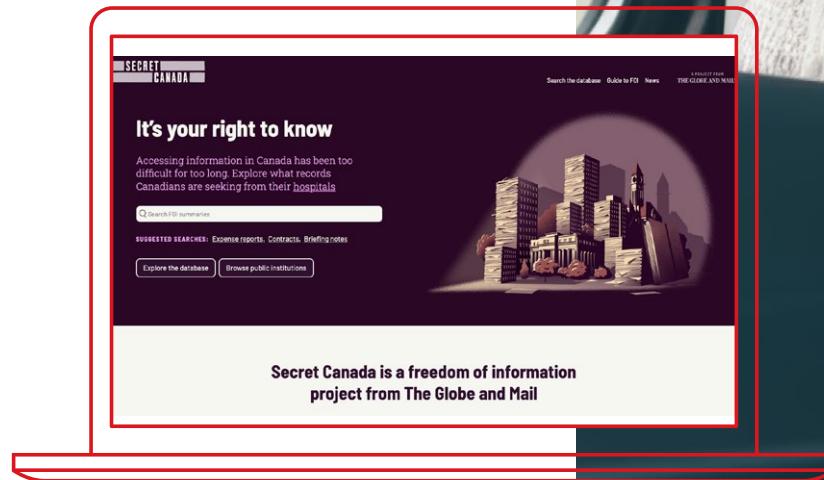
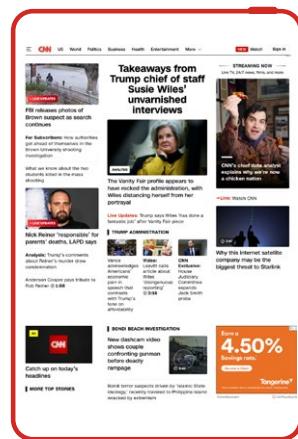
[MEDIA KIT 2026](#) | 4



A world-class network for brands who lead the way

The Globe and Mail's journalism is engaging and inspiring, trusted and highly influential in business, politics and everyday life. It's why ambitious Canadians make our digital ecosystem their destination to inform how they live their lives.

It's where ambition meets influence. It's also why The Globe and Globe Alliance, our network of world-class news, business and lifestyle sites, connect leading brands like yours to Canada's highest value audiences. Driven by data, content and creativity, we get your message in front of professionals and consumers who are ready to take action.



[CONTACT US →](#)

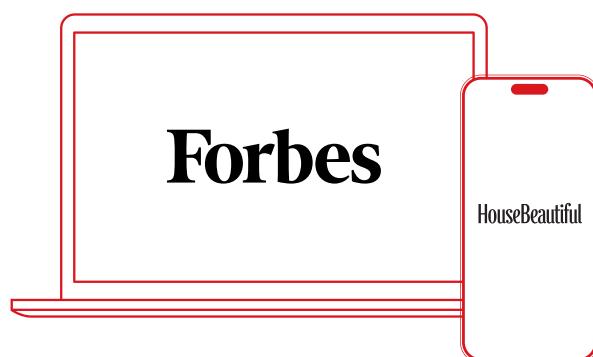


Reach Canadian audiences with world-class brands through Globe Alliance

Access The Globe's premium digital media network and gain exclusive advertising opportunities across Canada on the world's most trusted news, business and lifestyle sites.

Your campaigns will appear in **trusted environments people actively seek out** – not scroll past.

Globe Alliance connects you to the right audiences, in the right context, at unmatched scale.



GLOBE ALLIANCE REACHES:

78%
of Online Shoppers
(past month)

79%
of C-Suite
Executives

63%
of Business
Decision Makers

69%
of Sr. Managers/
Owners

68%
of Active Investors
(used/contributed to/
past 6 mos.)

67%
of Managers, Owners,
Professionals and
Executives

68%
of High Net Worth
Canadians
(\$500K+ investable assets)

83%
of high-income
households
(\$200K+)



[CONTACT US →](#)

Source: Comscore Media Metrix Multi-Platform, Desktop and Mobile, Jul-Sept (Q3) 2025 Average, A18+, Plan Metrix, June 2025.

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GLOBE ALLIANCE

Reach Canadians on The Globe
and on our Alliance partner sites

News, Business and Finance

12.7 MILLION UVs

THE GLOBE AND MAIL*	Report on Business	Globe Investor
CNN		THE WALL STREET JOURNAL
abcNEWS	The Guardian	MarketWatch
BARRON'S	THE CANADIAN PRESS 	
FAST COMPANY	Forbes	The Atlantic
REUTERS	The Washington Post	
THE TIMES OF INDIA		

Lifestyle and Entertainment

10 MILLION UVs

THE GLOBE AND MAIL*	Esquire	Woman's Day	The Washington Post	CNN
redbook	HouseBeautiful	GOOD HOUSEKEEPING	espn cricinfo	
The Guardian	delish	Women's Health	Men's Health	
CountryLiving	ESPN	Global Daily	BAZAAR	
RUNNER'S WORLD	POPULAR MECHANICS	BEST		
COSMOPOLITAN	Prevention	Bicycling	The Pioneer Woman Magazine	
VERANDA	TOWN&COUNTRY	BIOGRAPHY		

Sports

3 MILLION UVs*

THE GLOBE AND MAIL*	CNN
ESPN	espn cricinfo
THE CANADIAN PRESS 	
cricbuzz	abcNEWS
Bicycling	The Guardian

The Globe
combined with Globe
Alliance network reaches
18.6
million
monthly UVs



CONTACT US →

Source: Comscore Media Metrix Multi-Platform, Desktop and Mobile, Audience Duplication, Jul-Sept (Q3) 2025 Average, A18+, *CNN Sports not included

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Data that delivers results & drives decisions

Drive your brands and your business forward with our proprietary, innovative data platform that's customizable to deliver on your marketing objectives.

Planning

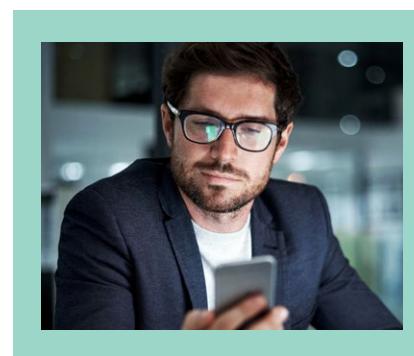
- Leverage your data for targeting, scale, and custom integrations
- Use Globe reader polls for audience insights and category trends
- Expand reach with AI-powered contextual targeting

Activation

- Engage custom audiences with precise, context-driven targeting
- Extend scale through our trusted Alliance network
- Maintain brand safety and suitability across all placements

Measurement & Insights

- Deliver every impression with measurable impact
- Move beyond clicks to assess contribution, audience profiles, creative performance, and share of voice
- Apply actionable data and insights to optimize future campaigns



[CONTACT US →](#)



Creative that commands attention

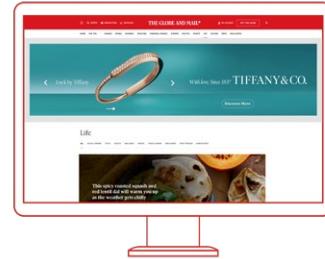
Our full-service design studio designs and builds creative that drives engagement and performance.

Customize IAB units with interactive features (games, social feeds, AI chatbots, maps, or shopability) or grab attention with our propriety impact formats.



Interscroller

Capture the most mobile attention with creative that expands to fill the screen as people swipe through articles.

[EXPLORE INTERSCROLLER →](#)

Superhero

Dominate reader attention in premium positions and seamlessly deliver your message across screens.

[EXPLORE SUPERHERO →](#)

Globe Frame

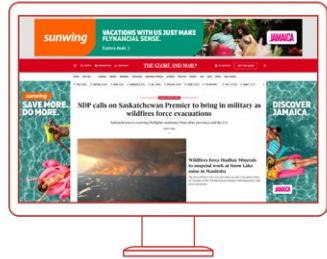
A high-visibility ad that sits naturally within our content, capturing attention with impactful visuals, video, or an interactive carousel showcasing your products.

[EXPLORE GLOBE FRAME →](#)

Get inspired in our creative gallery

[EXPLORE GALLERY →](#)

Creative formats and specifications

[VIEW DIGITAL SPECS →](#)

Wallpaper

Make a statement with bold, immersive brand impact that's perfect for section dominations and launches.

[EXPLORE WALLPAPER →](#)[CONTACT US →](#)



Platforms that power connections



Trend-based content

Year round, The Globe publishes a wide range of ahead-of-the-curve editorial Special Reports and Content Features online and in print, providing powerful contextual alignment to match your audience interests.



[EXPLORE OPPORTUNITIES →](#)

Editorial Podcasts

Build audience connections with the focused impact of audio in our engaging and awardwinning Globe podcasts, including our highly successful weekday news podcast The Decibel.

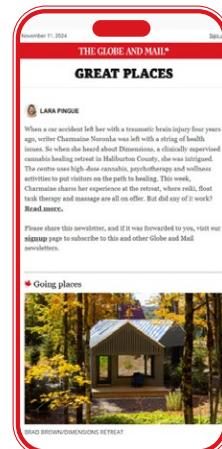
[EXPLORE PODCASTS →](#)



Newsletters

Reach our large, opt-in audience at key times in their day through 20+ content-rich News, Business and Lifestyle editorial emails.

[EXPLORE NEWSLETTERS →](#)





Programmatic

Access our Programmatic capabilities to deliver high-impact programs across The Globe and Globe Alliance sites, with the scale, actionable insights and performance to achieve your objectives.

Guaranteed

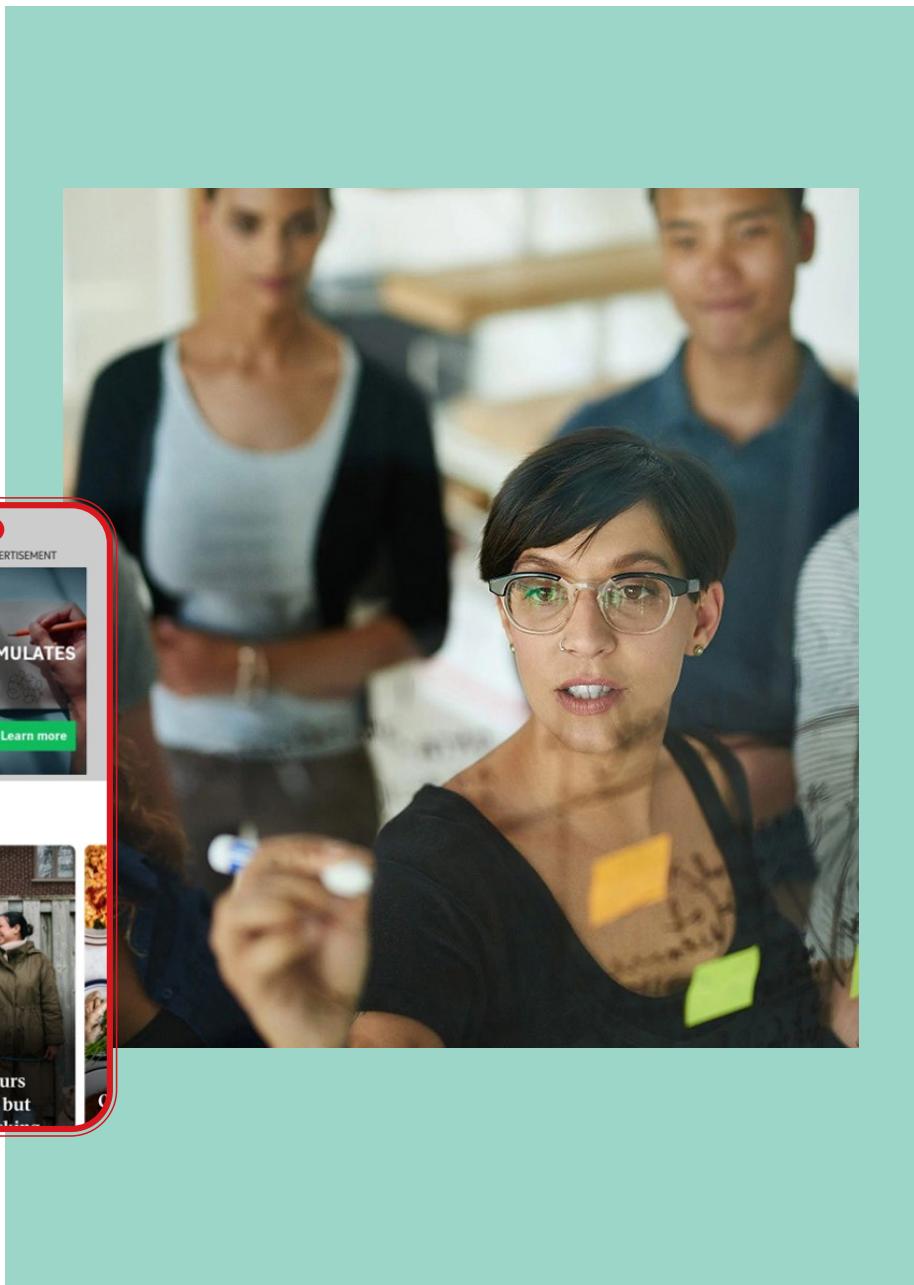
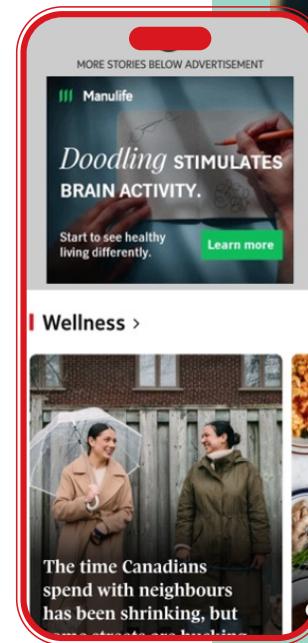
Secure the best of our inventory for your sponsorships, video and custom high-impact creative, reserving the placements that are essential for your campaign's success.

Tap into The Globe's unique first-party data with our audience and contextual targeting capabilities to deliver the results you need.

Non-guaranteed

Achieve your KPIs through Globe activated IDs, allowing flexibility to manage scale through reach and frequency within an engaged audience – aligned to outcomes. Both fixed rate of auction based deals are available.

[LEARN MORE →](#)



[CONTACT US →](#)



Drive results through content-based solutions

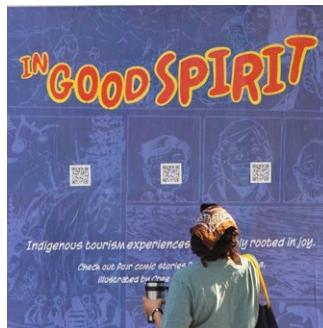
Globe Content Studio, the award-winning content marketing division of The Globe and Mail, specializes in creating premium brand experiences rooted in data driven insights and creative storytelling.

From sponsor content and video series to podcasts and interactive designs, we tailor every campaign to connect meaningfully with your audience and leave a lasting impact. With a background steeped in journalism, we know how to craft narratives that cut through the clutter and resonate where it matters most.

globe content studio

[EXPLORE GLOBE CONTENT STUDIO →](#)

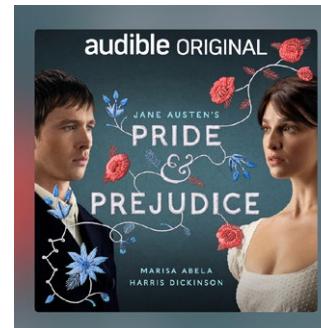
Explore our work



[INDIGENOUS TOURISM
ALBERTA →](#)



[APPLETON ESTATE →](#)



[AUDIBLE →](#)



[GOOGLE AI →](#)



[CONTACT US →](#)



The Globe and Mail Newspaper

Experience the power of print with
Canada's #1 national newspaper



[CONTACT US →](#)



Your Globe Advantage

Canada's #1 newspaper is your connection to Canadians with the professional influence and decision-making power, the personal income and net worth to make the difference in your marketing. It's where ambition meets influence.

Weekly Readership Cume

Canada's #1 national news brand

THE GLOBE AND MAIL®

2.9 million

TORONTO STAR

2 million

NATIONAL POST

2.2 million

National Edition

624,000 1,725,000

Average Mon-Fri readers

Average Saturday readers

18-34

35+

25 - 54

39%

61%

62%

55+

35 - 64

26%

47%

Source: Vividata SCC Fall 2025, Weekly Print Readers, National, A18+
(Age demos are % composition of weekly print readers)



87% more likely to be Business Decision Makers

2.1X more likely to be C-Suite Executives

83% more likely to hold a post-graduate degree or higher

77% more likely to be Senior Managers or Owners

65% more likely to have a household income of \$200K+

26% more likely to have investable assets of \$500K+

61% more likely to be parents with children <18

Source: Vividata SCC Fall 2025, Weekly Print Readers, National, A18+



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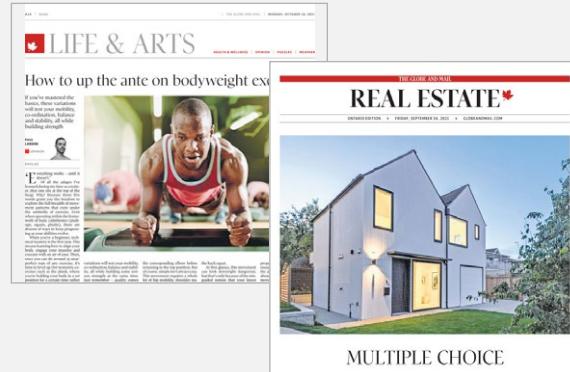


Your Globe Advantage

THE GLOBE AND MAIL®

Metro Edition Readership

METRO - All of Ontario, excl. Ottawa and Ottawa Valley area



299,000

Average Mon-Fri readers

769,000

Average Saturday readers

18-34
38%

35+
62%

25 - 54
63%

55+
27%

35 - 64
46%

Source: Vividata SCC Fall 2025, Weekly Print Readers, Ontario (Metro Edition), A18+ (Age demos are % composition of weekly print readers)



86% more likely to be Business Decision Makers

60% more likely to have a household income of \$200K+

86% more likely to hold a post-graduate degree or higher

77% more likely to be Senior Managers or Owners

2.1X more likely to be C-Suite Executives

39% more likely to be professionals

31% more likely to have investable assets of \$1M+

Source: Vividata SCC Fall 2025, Weekly Print Readers, Ontario (Metro Edition), A18+



[CONTACT US →](#)



The Weekday Experience

Across Canada, every edition of our newspaper delivers our trusted, authoritative news, business and lifestyle coverage, ensuring our readers start their day primed with the essential news, perspective and insight they need to navigate the week ahead.



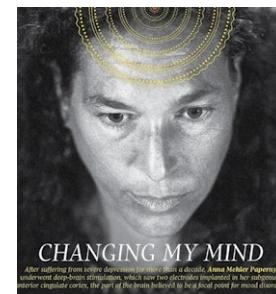
News

Each day we deliver an engaging flow of international, national and regional news stories and features – with dedicated Toronto and B.C. pages – in our most-read section.



Report on Business

Canada's trusted source for insightful analysis, perspective and the inside edge on: domestic and international markets; established and emerging new industries; innovative new technologies; investing strategies and wealth management advice.



Life & Culture

Our vibrant lifestyle coverage lives in the news section and features themed content, every day.

- Monday:** Health and wellness coverage
- Tuesday:** Lifestyle and culture coverage
- Wednesday:** Travel features and destination content
- Thursday:** Arts, events, and cultural reporting
- Friday:** Film reviews and entertainment news



Sports

On weekdays, Sports coverage is integrated in our business section, ensuring we are your premier choice to reach Canada's influencers – at work and at play.



Real Estate

On Fridays, our Real Estate section explores national and local stories and trends, with coverage of home decor, design and architecture, and providing practical financial advice for all types of home buyers.



[CONTACT US →](#)



Integrated and Editorial Special Reports

Throughout the year, we publish close to 200 highly targeted Integrated (advertorial) and Editorial Special Reports in print and online.

With a pre-planned schedule, you can easily and effectively align your brand with your audience's information needs and interests.

Delivered in Report on Business, Life and Pursuits and as standalone sections, they're powerful, turnkey platforms for B2B and B2C brands to align with, or be integrated into Canada's most engaging content.

[EXPLORE TOPICS →](#)

LUXURY REAL ESTATE

Friday, February 21, 2020 | Advertising produced by the Globe Content Studio. The Globe's editorial department was not involved.

INSIDE: Top shows the latest in tech and interiors / Common spaces and concierges elevate the condo lifestyle

Luxury buyers should be 'alert' for property opportunities now'

Luxury real estate market data and expert insight show less competition and more favourable conditions for buyers.

DEFINING ACHIEVEMENTS AND REPUTATIONS

Defining achievements and reputations for mining companies is a critical part of the mining industry's success. POAC1

ABOUT POAC

POAC is a leading mineral industry association that represents the mining industry in Canada. POAC is committed to delivering value to its members through its advocacy, research, and education programs. POAC10

PRIVATE SCHOOLS

Friday, October 3, 2019 | Advertising produced by Globe Content Studio. The Globe's editorial department was not involved.

A strong foundation prepares young people for university life

Building resilience for post-secondary school and beyond begins long before the last year of high school.

PRIVATE SCHOOLS OFFER MUCH MORE THAN JUST ACADEMIC RIGOUR

The Globe's private school coverage is designed to help parents navigate the complex world of private school education, from understanding the different types of private schools to finding the right fit for their family.

INVESTING IN MINING

Friday, February 28, 2020 | Produced by Renard Anthony Communications with the Prospectors & Developers Association of Canada. The Globe's editorial department was not involved.

INSIDE: The urgent challenges facing Canada's mining sector / POAC

ABOUT POAC

POAC is a leading mineral industry association that represents the mining industry in Canada. POAC is committed to delivering value to its members through its advocacy, research, and education programs. POAC10

FUTURE MINING CHALLENGE

The Wheaton Precious Metals Mining Challenge seeks to support efficiencies in mining while minimizing its environmental impact. The Wheaton Precious Metals Mining Challenge is a competition that challenges mining companies to find a solution that targets the reduction of greenhouse gas and carbon intensity of base and/or precious metal mining operations. The Wheaton Precious Metals Mining Challenge is open to mining companies, universities, and mining students.

ABOUT POAC

POAC is a leading mineral industry association that represents the mining industry in Canada. POAC is committed to delivering value to its members through its advocacy, research, and education programs. POAC10



[CONTACT US →](#)



Weekday Advertising Information



NEWS	Monday – Friday	All Editions	
LIFE & ARTS	Monday Health & Wellness Tuesday Parenting & Relationships Wednesday Travel Thursday Arts & Events	Metro National NTLxto	Camera-Ready Booking/Material 2 business days prior @ 4:30 pm Pubset Booking/Material 3 business days prior @ 4:30 pm
FILM FRIDAY	Friday	Metro National NTLxto	
REPORT ON BUSINESS	Monday – Friday	National	Camera-Ready Booking/Material 2 business days prior @ 4:30pm Pubset Booking/Material 3 business days prior @ 4:30pm
SPORTS	Monday – Friday	Metro National NTLxto	
WORK LIFE	Mon, Wed, Fri	National	Camera-Ready Booking/Material 2 business days prior @ 2:00pm Pubset Booking/Material 3 business days prior @ 2:00pm
REAL ESTATE	Friday	Metro NTLxto NTLxms	Pubset Booking/Material Monday @ 12 noon Camera-Ready Booking Tuesday @ 12 noon Camera-Ready Material Tuesday @ 12 noon

Please note: all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera-ready deadlines

Editions

NATIONAL All Canadian, US and overseas distribution

METRO All of Ontario, excl. Ottawa and Ottawa Valley area

CENTRAL Ontario and Quebec

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

NTLxto National excluding Metro edition

NTLxms National excluding Manitoba and Saskatchewan

Advertising Information

Page dimensions: 10 Columns, 8.97" wide x 20" deep
- 280 Agate lines (2,800 lines per 10 column page)

Creative advertising formats:

[VIEW AD FORMATS →](#)

Production specifications and advertising FTP:

[VIEW SPECS →](#)



[CONTACT US →](#)



Your Globe Weekend

Reflecting the focused time our audience dedicates to reading over the weekend, our newspaper expands to five engaging sections: News, Report on Business, Opinion and Arts & Pursuits.



Report on Business

Canada's leading investigative business journalism explores the market-moving stories at home and around the globe, emerging trends and new technologies, and provides essential investing coverage and personal finance advice.



Opinion

Our platform for deep analysis, insights and ideas is highly popular – both in print and online.

It's home for our authoritative columnists and the strongest opinions – in-depth editorials and reader letters – on the big issues for Canadians coast-to-coast.

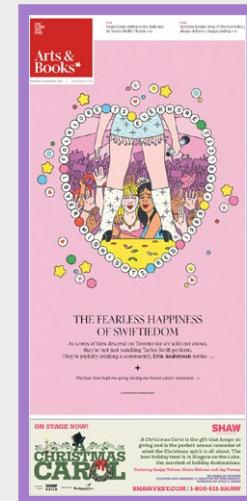


Sports

On weekends, Sports coverage is integrated in our business section, as Canada's choice for the stories behind the teams, the games, the personalities and events that matter.

The Pursuits of Happiness

A curated weekend destination for readers exploring what inspires them now and next. Each Saturday, Pursuits of Happiness brings together style, fashion and beauty, home decor, travel, and food and wine, alongside arts, books and entertainment coverage.



Arts & Books

Connect with Canada's most influential consumers as they turn to the Arts & Books section every Saturday for engaging arts, entertainment and culture coverage, from annual events like film and music, museum and gallery openings, festivals and live events, exhibits, theatre and dance reviews, must-see-TV and of course, to discover the newest book releases, and more.

Pursuits

Presented in a magazine-inspired format, Pursuits reaches trend-setters and taste-makers through a vibrant mix of style, fashion and beauty, home decor, travel, society, food and wine, plus puzzles, games, and horoscopes, inspiring readers to explore what's next.



[CONTACT US →](#)



Weekend Advertising Information



Editions

NATIONAL All Canadian, US and overseas distribution

METRO All of Ontario, excl. Ottawa and Ottawa Valley area

CENTRAL Ontario and Quebec

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

NTLxto National excluding Metro edition

NTLxms National excluding Manitoba and Saskatchewan

NEWS	All Editions	Camera-Ready Booking/Material 2 business days prior @ 4:30pm	Pubset Booking/Material 3 business days prior @ 4:30pm
REPORT ON BUSINESS	National	Camera-Ready Booking/Material 2 business days prior @ 4:30pm	Pubset Booking/Material 3 business days prior @ 4:30pm
SPORTS	Metro National NTLxto	Camera-Ready Booking/Material 2 business days prior @ 4:30pm	<i>Sports runs within ROB</i>
WORK LIFE	National	Camera-Ready Booking/Material 2 business days prior @ 2:00pm	Pubset Booking/Material 3 business days prior @ 2:00pm <i>Work Life (formerly Careers) runs within ROB</i>
PURSUITS	National	Pubset Booking/Material Friday 1 week prior @ 3:00pm	Camera-Ready Booking Monday @ 3:00pm
OPINION	National		Camera-Ready Material Wednesday @ 4:00pm
ARTS & BOOKS	Metro National NTLxto	Pubset Booking/Material Friday 1 week prior @ 4:00pm	Camera-Ready Booking Monday @ 4:00 pm
			Camera-Ready Material Wednesday @ 4:00 pm

Please note: all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera-ready deadlines

Advertising Information

Page dimensions: 10 Columns, 8.97" wide x 20" deep
- 280 Agate lines (2,800 lines per 10 column page)

Creative advertising formats:

[VIEW AD FORMATS →](#)

Production specifications and advertising FTP:

[VIEW SPECS →](#)

Premium Paper Positions – Saturday only

News/ROB - 8 pages of premium paper available
(Pages 1, 2, before DPS, DPS, after DPS, IBC & OBC)

Opinion and Arts & Pursuits – 4 premium pages
(pages 1, 2, IBC & OBC). Not guaranteed every Saturday.



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REPORT ON BUSINESS

THE MAGAZINE FOR LEADERS

Defining the future of business for
the leaders of today and tomorrow

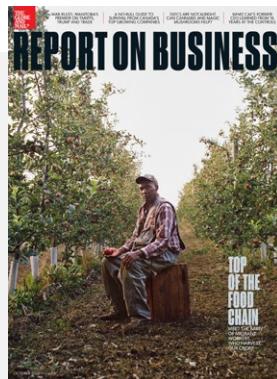
Report on Business (ROB) magazine is an extension of The Globe and Mail's Report on Business coverage, building on ROB daily's coverage with longform editorial features and in-depth analysis.



[CONTACT US →](#)



Canada's #1
business magazine
delivers access to
2.9 million
high-value
readers



“Our journalism is innovative, bold and shapes the future of business, like our audience

We don't just report on business, we shape it.

We're living through an era of unprecedented upheaval – economic, technological, geopolitical and cultural. Now more than ever, leadership matters. And that's fundamentally what Report on Business magazine is all about. Whether you're already at the top of Canada's corporate pyramid or struggling to build the next big thing, we bring you unprecedented access to and insight from top leaders and thinkers, plus analysis from our own roster of reporters at The Globe and Mail and beyond. Consider us your insider's guide to the new realities of doing business in a rapidly changing world.

DAWN CALLEJA, EDITOR

Connect with leaders, and the next generation, through inspiring stories of visionary leadership, innovative strategies and new technologies, in definitive business rankings, vital advice on growing wealth, and in our signature events.

Our readers are the influencers leading or behind key strategic and purchase decisions. They're the essential connections that drive interest in your business products and financial services, and for premium real-estate, automotive and luxury goods brands that reward life away from the office.



[CONTACT US →](#)

Source: Vividata SCC Fall 2025, National, A18+, Report on Business magazine print/digital

MEDIA KIT 2026 | 22



Connect to Canada's premier business community

Trusted. Engaging. Rewarding.

As they spend focused time with our magazine, our authoritative journalism elevates your brand's connection to your highest value consumers: C-Level and Senior Management leaders, MOPEs, Decision Makers, and those with high household incomes.

51% more likely to be Managers, Owners, Professionals, Executives

84% more likely to be Senior Managers or Owners

2.2X more likely to be C-Suite executives

69% more likely to have a HHI \$200k or higher
74% more likely to have personal income of \$100K+

91% more likely to be Business Decision Makers
\$60.8 billion of purchase influence

22% more likely to have \$1MM+ in investable assets
Average of \$172.2k investable assets

87% more likely to own a home valued at \$2 million+
85% more likely to own investment real estate



Readership

Canada's #1 business magazine reaches 2.9 million in print and online

	Print	Digital
NATIONAL	836,000	1,664,000
British Columbia	162,000	337,000
Prairies	158,000	283,000
Ontario	416,000	702,000
Quebec	97,000	226,000

Source: Vividata SCC Fall 2025, National, A18+, print AIR/digital past month

Circulation

Delivered to Globe subscribers across Canada on Saturdays

NATIONAL	71,405
British Columbia	11,709
Prairies	8,019
Ontario	47,788
Quebec	2,198

Source: Internal Circulation Data, 3 issue average, Apr-Jun 2025



[CONTACT US →](#)

Source: Vividata SCC Fall 2025, National, A18+, Report on Business magazine print/digital

MEDIA KIT 2026 | 23



Deliver your message next to
our thought-provoking columns

Connect to Canada's leaders in our upfront profiles of cutting-edge business strategists, leading innovators and smart investing ideas.

WORD BLOCK REVIEW
Seven Virtues of a Second-Life, Leadership and Farnamite 1 by Zik Brown
Business Week's Farnam's Leadership, Creativity, and Vision

12.25

ENERGY CONSUMPTION IN BREAD*
TOTAL ENERGY CONSUMPTION (MILLION OF GIGAJOULES)

— AUTOMOBILE AND LIGHT-DUTY MOTOR VEHICLE MANUFACTURING — BAKERS AND TORTILLA MANUFACTURING

30

25

20

15

10

5

0

1995 2000 2005 2010 2015 2020

TOP 12 ENERGY-CONSUMING BAKERIES AND TORTILLA MANUFACTURERS
MILLION OF GIGAJOULES

60

50

40

30

20

10

0

1995 2000 2005 2010 2015 2020

DISCOVER

ON THE RISE

■ Canada's bread sector is finding the buns of U.S. President Donald Trump's campaign to force companies to move their headquarters to the U.S. While the vehicle manufacturing has been whamping for decades, the bread and tortilla sectors have survived any number of ways, from falling output to demand for more.

Another way to measure the long-term trend is to look at energy consumption. The chart above shows that metric reveals a startling fact: Canadian manufacturers of bread and tortillas now consume more energy than automakers, a shiny reversal from 30 years ago.

Some of the increase is no doubt due to factories becoming more energy efficient over time, though others are due to the shift in the bread market. Bakers are charging our bread boxes and croissants.

The bigger driver here is fewer factories and fewer vehicles rolling off shop floor. Law 1, passed in 1995, the earliest year for which Statistics Canada has data, required automakers to move their headquarters to the U.S. Canada's auto sales have fallen since 1995, the earliest year for which Statistics Canada has data.

While the ongoing challenges facing the auto industry are well-known, the bread and tortilla sectors are facing uncertainty about their jobs, the future of their products, and the fate of their workers. What is indisputably a good news story is the rise of Canada's bread and tortilla manufacturers. Sluggish products, bread, pastries and tortillas were the top three products shipped to the U.S. in 2014, with 1.2 billion worth of baked products to 2014, up nearly 1800% from 1995.

jeanrichard

Made in Canada

We profile Canadian companies making goods domestically, from cookies to bikes to rocket-ship components.

Investing

Along with our long-running Smart Money column, Jason Kirby analyzes an economic chart to watch Decoder, while John Daly picks an under-loved stock for your consideration and presents five things we can learn from investing experts.

Big Idea

John Lorinc delves into the latest research around hot-button issues.

Decoder

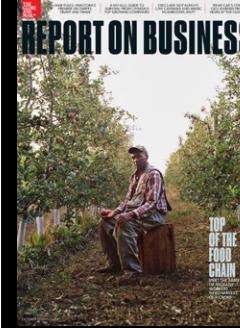
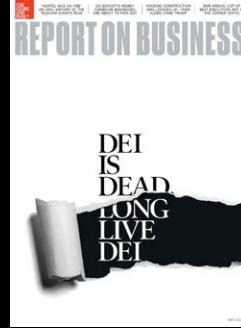
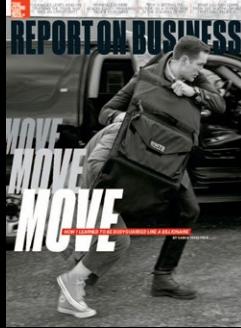
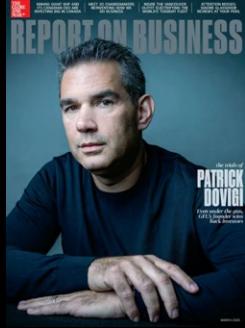
An eye-catching breakdown of the charts to watch by economics reporter Jason Kirby.

Editorial and Event Calendar



Align your brand with our signature issues, highest-profile editorial features, definitive rankings and events, and engage your target audiences in our focused, brand-integrated Content Features, throughout the year.

2.9
million
high-value
readers



March

DISTRIBUTION

Digital
Friday, February 27

Print
Saturday, February 28

April

DISTRIBUTION

Digital
Friday, March 27

Print
Saturday, March 28

May

DISTRIBUTION

Digital
Friday, April 24

Print
Saturday, April 25

June

DISTRIBUTION

Digital
Friday, May 29

Print
Saturday, May 30

October

DISTRIBUTION

Digital
Friday, September 25

Print
Saturday, September 26

November

DISTRIBUTION

Digital
Friday, October 30

Print
Saturday, October 31

December

DISTRIBUTION

Digital
Friday, November 27

Print
Saturday, November 28

EDITORIAL FEATURE
One Big Idea to Kickstart Canada's Economy

EDITORIAL FEATURE
Canada's Top Growing Women-Led Companies
Women Lead Here

EVENTS
Women Lead Here
April 8, 2026

EDITORIAL FEATURE
Best Executives

EVENTS
Best Executive Awards
May 28, 2026

EDITORIAL FEATURE
Best Managed Companies

EDITORIAL FEATURE
Canada's Top Growing Companies

EDITORIAL FEATURE
Canada's Technology Fast 50

EVENTS
Growth Camp (Top Growing Companies and Fast 50):
November 2026

CEO of the Year:
November 2026

EDITORIAL FEATURE
CEO of the Year
Canadian Economic Outlook

EVENTS
Canadian Economic Outlook

BOOKING DEADLINES
Special Executions:
December 22, 2025
Standard Advertising:
January 27
Material Deadline:
January 29

BOOKING DEADLINES
Special Executions:
January 19, 2026
Standard Advertising:
February 24
Material Deadline:
February 26

BOOKING DEADLINES
Special Executions:
February 9, 2026
Standard Advertising:
March 24
Material Deadline:
March 26

BOOKING DEADLINES
Special Executions:
March 30, 2026
Standard Advertising:
April 28
Material Deadline:
April 30

BOOKING DEADLINES
Special Executions:
July 20, 2026
Standard Advertising:
August 25
Material Deadline:
August 27

BOOKING DEADLINES
Special Executions:
August 24, 2026
Standard Advertising:
September 28
Material Deadline:
October 1

BOOKING DEADLINES
Special Executions:
September 21, 2026
Standard Advertising:
October 27
Material Deadline:
October 29



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Please note: Editorial Features are subject to change
Source: Vividata SCC Fall 2025, National, A18+, Report on Business magazine print/digital



THE
GLOBE
AND
MAIL*

Globe Advisor

The premier news and information destination for
Canada's financial advisors



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Globe Advisor

Globe Advisor is The Globe and Mail's direct-to-advisor hub that provides the in-depth, essential news, information, analysis and insights financial advisors need to attract, acquire and develop effective relationships with clients as well as build and run successful practices.

The Globe Advisor editorial team – consisting of Pablo Fuchs, editor, Mark Burgess, assistant editor, Deanne Gage, reporter and Rudy Mezzetta, reporter – have a long history of covering the wealth management industry at various trade publications prior to joining The Globe and Mail.

Online at
globemediagroup.ca/globe-advisor/

“The wealth management industry is undergoing transformative change.

The average age of advisors continues to rise, resulting in a need for new and fresh approaches to succession planning. The Great Wealth Transfer has given rise to the challenge of attracting and retaining the next generation of clients. The rise of AI is redefining how financial advice is delivered. And the 60-40 portfolio is the relic of a bygone era. All that is in addition to what advisors must manage on a daily basis – produce winning and customized portfolios for clients and provide holistic services focused on tax, insurance and wills and estate planning. They must do all that while navigating the intricacies of building and running successful businesses. Globe Advisor aims to make sense of these trends and provide financial advisors with the news, information and analysis they need to succeed in this ever-changing world.

PABLO FUCHS, EDITOR

Editorial Insight: What Advisors Want

- In light of breaking news delivered through The Globe and Mail and Report on Business, Globe Advisor's goal is to provide additional in-depth news analysis that delivers insights and perspectives.
- Articles on sophisticated investing and financial planning strategies – especially stock and ETF picks from investment experts as well as tax-related matters – are of particular interest to readers.
- Globe Advisor readers love to share Globe and Mail content with their clients. Specifically, they cited articles focused on retirement, behavioural finance, portfolio construction and tax planning.



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Globe Advisor Registration

Financial advisors who register to Globe Advisor receive access to exclusive content published daily in all sections within the hub, including; News, Stocks, ETFs, Mutual Funds, Alternative Investments, Insurance and Your Practice.

Key Registration Data
21,225
 Registered Advisors

Licences

Securities:

37%

(49% of them are insurance licensed)

Mutual funds:

38%

(55% are insurance licensed)

Insurance (exclusively):

8%

Insurance (total):

46%

Other:

19%

(advising representative [portfolio manager], dealing representative [exempt-market dealer], ultimate designated person, etc.)

Designations

CFP:

31%

CFA:

11%

CPA:

8%

CA:

5%

Other:

65%

Investment Firm Type

Investment dealer:

40%

Mutual fund dealer:

23%

Portfolio manager:

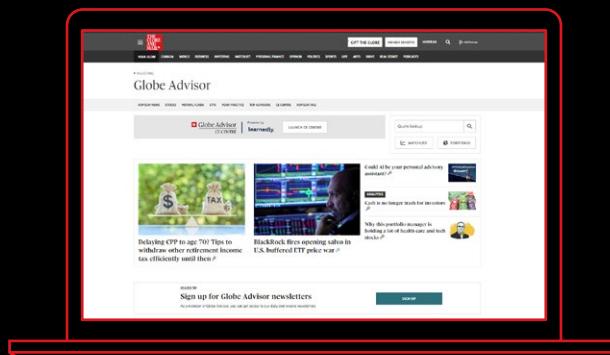
22%

Advice-only Financial Planning:

10%*

Investment fund manager:

7%



Reader Behaviour Data:

Average Monthly
Unique Visitors

211,000

Average Monthly
Visitors

218,000

Average Monthly
Page Views

152,000

Note: There are fewer Page Views than Visitors because visitation counts those who encounter the registration portal; Page Views include only those who are able to read the articles because they're registered users or the articles are not subject to the registration wall.



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Source: Globe Advisor internal data, as of Aug. 31, 2025; *Note: Advice-only Financial Planning is for new registrations as of March 18, 2025

[MEDIA KIT](#) 2026 | 28



Reaching Advisors

- Globe Advisor Run of Site
- Audience Targeting
- Print opportunities within The Globe's Report on Business section, featuring editorial specific for financial advisors, adjacent to your brand ad

Section Sponsorships

- Globe Advisor Homepage Takeover
- Globe Advisor News Home Page Weekly Takeover
- Stocks
- Mutual Funds
- ETFs
- Your Practice
- Alternative Investments
- Insurance
- **Newsletter Sponsorships:**
 - Globe Advisor Weekly Newsletter
 - Globe Advisor Daily Newsletter
 - Globe Advisor e-Direct

Sponsor Content on Globe Advisor

Engage financial advisors with content that positions your brand as a thought leader, providing them with the tools and information that aligns your financial products to the needs of their customers.

Powered by Globe Content Studio, we elevate brands and drive their business results by delivering premium journalistic storytelling to high-value audience. Our working principles are curiosity, diversity and honesty.

[GLOBE CONTENT STUDIO →](#)

Behind the Advice Podcast Sponsorship

Behind the Advice is Globe Advisor's original podcast hosted by Brenda Bouw, featuring candid conversations with financial advisors from across Canada. An extension of Globe Advisor's editorial series, each episode explores the personal experiences and lessons that shape how advisors approach money and client advice.

Sponsorship Includes:

- Exclusive six-episode season sponsorship with pre- and mid-roll audio
- 100% share of voice on podcast landing pages
- Optional ad scripting and recording support from Globe Content Studio
- Editorially independent series with 100% SOV around all articles

Wealth Leadership Forum Event

The Globe Advisor Wealth Leadership Event is a full-day, in-person experience for Canada's financial advisor community, hosted on June 8th, 2026 at The Globe and Mail Centre in Toronto. Featuring a marquee keynote speaker alongside industry experts and Globe journalists, the CE-accredited program focuses on navigating market change, strengthening client relationships, and evolving modern wealth management practices.

Sponsorship Includes:

- Thought leadership and speaker integration at Presenting and Gold levels
- Two full-page print ads in The Globe and Mail to drive advisor attendance
- Targeted email outreach to Globe Advisor audiences
- Promotional digital advertising on globeandmail.com (75,000+ impressions)
- Event video embedded in an advisor-only Globe Advisor article with post-event ICYMI email



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THE GLOBE AND MAIL[®]

STYLE

magazine

Canada's essential guide to inspired living



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“Inside the art of style

Style is about reinvention

With a bold new look, The Globe and Mail's Style Magazine reframes how we tell stories about fashion, beauty, travel, and living well. The magazine's name has evolved to reflect its role as the flagship print publication that defines The Globe's style journalism.

ANDREW SARDONE, EDITORIAL DIRECTOR

We don't just report on Canadian culture, we help shape it.

**Print Avg. Issue Readership
847,000**

**Circulation
48,844**

 Read online
tgam.ca/styleadvisor

 Follow us on Instagram
[@globestyle](https://www.instagram.com/globestyle)



32%
more likely to have
HHI of \$200K +

61%
more likely to have
PI of \$100K +



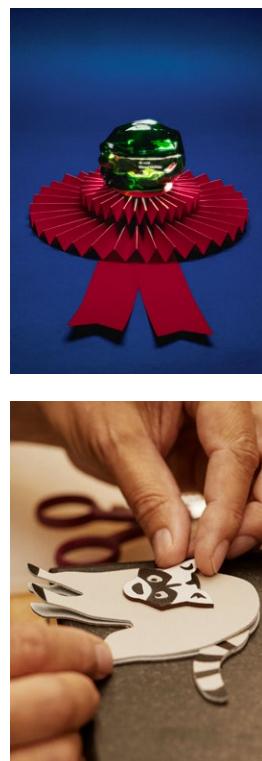
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Source: Vividata SCC Fall 2025, National, A18+, The Globe and Mail Style Magazine avg. issue readership. Circulation: Globe Internal data based on average issue print circulation.

MEDIA KIT 2026 | 31



Style Magazine readers value luxury, quality and life-enriching experiences



Our readers are:

65%
more likely to own
premium vehicles

72%
more likely to
take cruise vacations*

86%
more likely to enjoy
being extravagant

30%
more likely to enjoy
entertaining at home

74%
more likely to attend live
theatre/ballet/opera

2.2x
more likely to live a lifestyle
that impresses others

They spend:

60%
more on make-up/
cosmetics**

21%
more on travel
(last international trip)

13%
more on vehicles
(most recently purchased in HH)

24%
more on home improvements

Print Avg. Issue Readership



[CONTACT US →](#)

Source: Vividata SCC Fall 2025, National, A18+, The Globe and Mail Style Magazine avg. issue readership. *past 3 years, **past 30 days.

MEDIA KIT 2026 | 32



In every issue



Innovators

Our new section spotlighting the visionaries and ideas redefining style and the meaning of modern luxury.



Essentials

Experts curate the season's best in fashion, beauty, fragrance, watches, jewellery, design and art.



Cover Feature

An exclusive conversation with a creative leader shaping the spirit of Canadian culture.



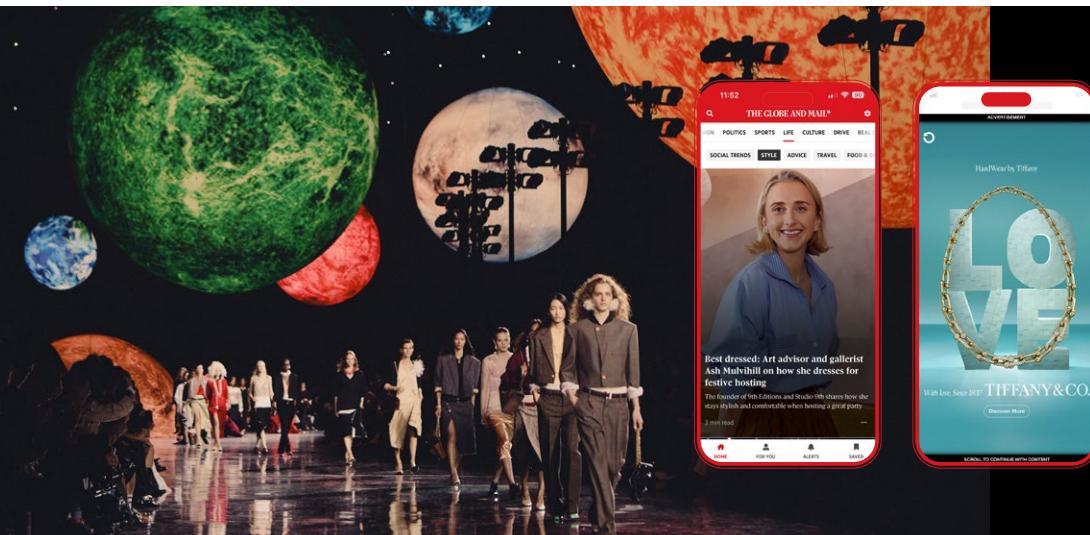
Fashion Feature

A visually striking showcase of the season's defining trends through high-style photography.



Beyond

Our new Travel feature, exploring inspired destinations where design, culture and wanderlust meet in modern luxury.



Online on The Globe and Mail

Beyond the pages, our digital platform captures the rhythm of style in real time – from the landmark moments of the fashion year to the micro trends shaping how we dress and live now. With a sophisticated eye, it celebrates modern luxury and the art of living well.

More than just a digital counterpart, this space is the nexus for additional content, monthly style guides that showcase the essence of each season and compelling narratives that beckon readers to explore new realms of style, technology, art and culture.



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Editorial calendar 2026



Spring

Fashion, beauty and travel define a season of renewal, capturing modern luxury in motion and fresh perspective.



Summer

Design, style and entertaining come together in a celebration of creativity, ease and elevated living.



Autumn

Fashion leads the season with craftsmanship and reinvention, celebrating texture, tone and timeless detail.



The Beyond Issue

Travel, style and culture shape a year of inspired escapes, exploring, modern luxury through fashion, beauty, and the art of the journey.



Holiday

The spirit of giving meets glamour through exquisite gifts, festive style and the beauty of celebration.

PUBLICATION DATE
Fri, Mar 13, 2026

Special Executions
& Insert Booking Deadline
Mon, Oct 27, 2025

PUBLICATION DATE
Fri, Sep 18, 2026

Special Executions
& Insert Booking Deadline
Mon, May 11, 2026

PUBLICATION DATE
Fri, October 16, 2026

Special Executions
& Insert Booking Deadline
Mon, Jun 1, 2026

PUBLICATION DATE
Fri, Nov 20, 2026

Special Executions
& Insert Booking Deadline
Mon, Jul 13, 2026

BOOKING DEADLINE
Thu, Feb 5, 2026

MATERIAL DEADLINE
Wed, Feb 11, 2026

BOOKING DEADLINE
Thu, Apr 9, 2026

MATERIAL DEADLINE
Wed, Apr 15, 2026

BOOKING DEADLINE
Thu, Aug 13, 2026

MATERIAL DEADLINE
Wed, Aug 19, 2026

BOOKING DEADLINE
Mon, June 15, 2026

MATERIAL DEADLINE
Mon, Aug 10, 2026

BOOKING DEADLINE
Thu, Oct 15, 2026

MATERIAL DEADLINE
Wed, Oct 21, 2026

**Production specifications
and advertising FTP:**

[VIEW SPECS →](#)

*Editorial lineup subject to change.

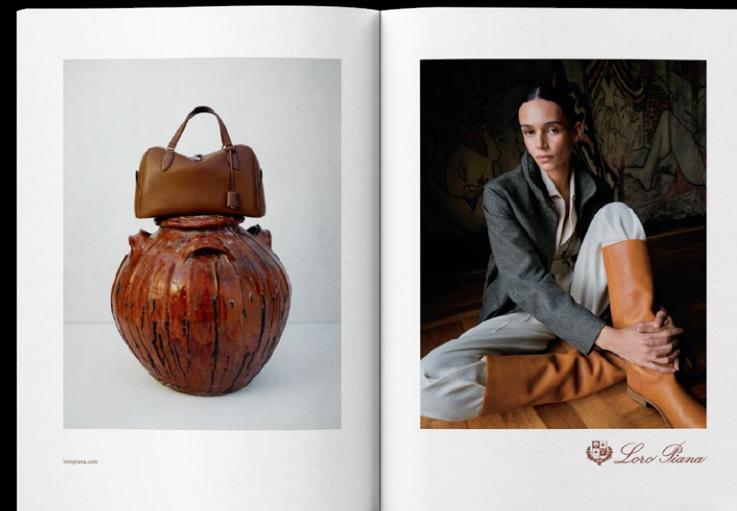


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Premium placement designed to be seen

Elevate your brand within a magazine known for visual impact. Our oversized format and meticulous layout design ensure your creative gets the spotlight it deserves.



Upfront Faux-DPS

Command attention with premium placement immediately following the cover – 2-facing pages on our oversized stock gives your brand centre stage.



Contextual Alignment

Our editors thoughtfully curate adjacencies to create a seamless, visually cohesive experience between story and brand.



Centrespread

Own the heart of the magazine with a bold, uninterrupted double-page feature, reserved for one advertiser per issue. A statement placement for brands that belong at the centre of it all.



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Transform print into an experience



Scent Strips & Sampling

Let readers experience your product with a scent-strip or tipped-on sample.

Go beyond traditional ad formats with bespoke, high-impact executions. From fold-outs and gatefolds to inserts and wraps, our creative team collaborates with you to craft tactile, memorable brand moments that surprise and delight readers.



PUBLICATION DATE
Fri, October 16, 2026

BOOKING DEADLINE
Mon, June 15, 2026

MATERIAL DEADLINE
Mon, Aug 10, 2026

The Beyond Issue

A debut travel issue where fashion, beauty and design meet the art of exploration, offering a fresh extension of our luxury voice.



[CONTACT US →](#)



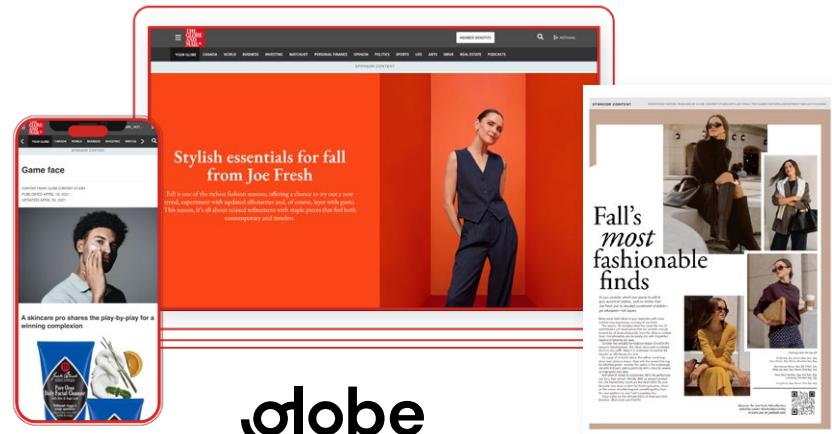
Tell your story with the authority of The Globe

Choose from premium sponsorships within our thematic editorial features, or collaborate with our content team to produce tailor-made stories that bring your brand to life.



Style Preview Sponsorship

Style Previews bring the luxury of Style Magazine to glossy, 12-page sections within our Saturday newspaper. These special editions extend our storytelling between magazine issues, allowing us to spotlight timely trends and emerging themes in partnership with select brands. Together, we craft striking, seasonally relevant stories that capture the moment in style.



globe content studio

Sponsor Content

Partner with Globe Content Studio, the award-winning content marketing division of The Globe and Mail, to develop integrated features that underscore your brand message. Position your storytelling alongside relevant editorial content to capture audience attention and showcase the distinctive appeal of your brand and products.



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THE
GLOBE
AND
MAIL*

EVENTS

Convening audiences, connecting communities



[CONTACT US →](#)



Globe and Mail – Convening Solutions

For sponsorship opportunities, please contact
Amy Nelson, Head of Event Sponsorship, The Globe and Mail
anelson@globeandmail.com

Leverage the convening power of The Globe and Mail with Globe-branded events. While many events take place at the stunning Globe and Mail Events Centre, we can host across Canada, the U.S., or internationally, tailored to your target audience. Typical audiences include senior business decision-makers, government and policy influencers, financial advisors, and highly affluent, educated consumers.

1

Multi-Sponsored Globe Events

Annual Globe and Mail Events often build on editorial coverage, reports, rankings, or celebratory milestones. For events like Intersect, The Globe's signature event opportunity, sponsorships are fully turnkey, covering all event programming, logistics, and marketing for audience acquisition. Options include Brand Partnership, Winner's Spotlight, Gold, Platinum, Presenting, or Diamond sponsorships.

2

Bespoke Events

Work with us to create a single-sponsor event focused on thought leadership that aligns with your brand and carries editorial credibility. Timing, format, and audience are flexible. Sponsorships are fully turnkey, and your thought leadership is woven organically into the conversation.

Events can be:

- English, French, or bilingual
- Hosted virtually, in-person only or hybrid sessions
- VIP events, half-day, breakfasts, dinners, or roundtable formats

3

Powered by Globe and Mail Event Logistics

Simplify your own events with Globe Event logistics support. Our team handles venue sourcing, AV, catering, registration, marketing asset creation, and registration management. These events do not include Globe and Mail audience marketing, programming, or speaker/moderator sourcing.

Benefits of Sponsorship

- Lead generation
- High profile thought leadership
- Leverage the trusted brand halo of The Globe and Mail
- Create an opportunity for two-way dialogue with your target audience of decision makers
- Extend into thematic editorial and digital sponsored content



[CONTACT US →](#)



INTERSECT/26

TORONTO | CALGARY | HALIFAX

The Globe and Mail's signature event opportunity

Overview

Intersect/26 brings together executive leaders, policy experts, and government officials to tackle Canada's most pressing business and economic challenges. This premier forum offers national and regional branding, thought leadership integration and lead generation opportunities, providing your company with access to a highly engaged audience of senior business leaders and policymakers.

Why Sponsor

Our tailored event solutions leverage Globe newsroom expertise – from theme development to speaker selection – ensuring editorial credibility and impactful brand integration.

Sponsors benefit from:

- Editorially driven thought leadership opportunities
- Elite networking with senior executives, policymakers and government decision makers
- Amplification through The Globe's trusted brand and audience reach
- Participate in policy shaping discussions
- Be part of a national, editorial conversation
- Access to The Globe and Mail's coveted audience of business, public policy and government decision-makers via event marketing

TORONTO:

April 22, 2026 | 8 a.m. – 5 p.m. | VIP Dinner to follow | The Fairmont Royal York, Toronto | 500+ senior business and policy leaders

CALGARY:

May 13, 2026 | 12 p.m. – 5 p.m. | VIP Dinner to follow | Location TBC | 200+ senior business and policy leaders + live-streamed nationally

HALIFAX:

June 10, 2026 | 12 p.m. – 5 p.m. | VIP Dinner to follow | Location TBC | 200+ senior business and policy leaders + live-streamed nationally

For sponsorship opportunities, please contact Amy Nelson, Head of Event Sponsorship, The Globe and Mail anelson@globeandmail.com



Watch the 2025 Toronto event highlight reel

[VIEW REEL →](#)

Review speaker line up & agenda for 2025 Toronto event

[VIEW SPEAKERS →](#)

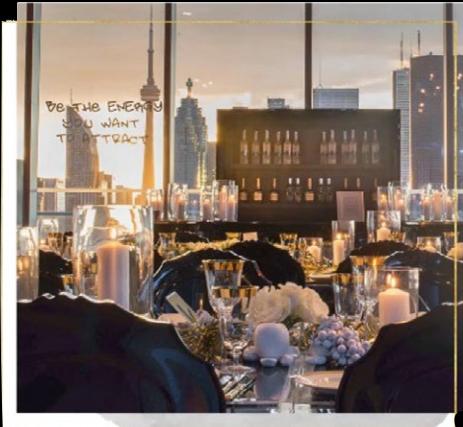


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Multi-Sponsored Globe Events

Leverage the convening power of The Globe and Mail with fully turnkey sponsorship opportunities.



Globe Events are fully turnkey – including all event research, logistics, speaker invites, creative and marketing.



Globe and Mail Events are an extension of the newsroom and editorial product.



1x Sponsor speaker integration (at select levels of sponsorship), pending editorial approval – your speaker will be integrated as a thought leader into the event programming.



Post-Event ICYMI email sent to all event registrants with link to recorded version of the event for on-demand viewing.



Comprehensive print + digital + social marketing campaign to drive audience acquisition.



Lead generation with email opt-in (for Presenting sponsors); post-event registration list (name/title/firm), on-site networking.



Post-event description with embedded event recording hosted on **tgam.ca/events**.



Multi-Sponsored Event Calendar

Journalistic content, an opportunity for your own thought leadership, and engagement in two-way dialogue with your target audience.

Events currently scheduled

EVENT	DATE	FORMAT
Canada's Nuclear Future	February 9	Hybrid
Future of Automotive	February 11	VIP Hybrid
Globe Drive – Urban Mobility	March	VIP Hybrid
Women Lead Here	April 8	Hybrid
Intersect Toronto	April 22	In-person only + VIP dinner
Road to Net Zero	May 11	VIP Hybrid
Intersect Calgary	May 13	Hybrid + VIP dinner
Best Executives Awards	May 28	Awards Gala Reception
Globe Advisor – Wealth Leadership Forum	June 8	In-person only
Intersect Halifax	June 10	Hybrid + VIP dinner
Growth Camp (Top Growing Companies and Fast 50)	November	In-person (By-Invitation-Only)
CEO of the Year	November	Awards Gala Dinner



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Hybrid refers to events with both in-person and virtual components.



Globe and Mail Bespoke Events

Globe and Mail Bespoke Events are custom-designed experiences that convene influential audiences within an editorial framework for meaningful, journalistic content, thought leadership, and immersive brand engagement. Built on the credibility and reach of Canada's most trusted news organization, these events offer partners a powerful platform to shape conversations that matter. Each experience is crafted collaboratively, while retaining newsroom autonomy, ensuring the content, format, and environment align seamlessly with The Globe's brand halo and our partner's objectives. The result is a high-impact event that sparks dialogue, deepens relationships, and leaves a lasting impression.



[LENS ON THE WATER →](#)

Lens on the Water A tribute to the wonders of our oceans

An evening with award-winning photographers
Shane Gross and Cristina Mittermeier

PRESENTED BY



[INAUGURATION AND BEYOND →](#)

Inauguration and Beyond Framing the impacts of the new U.S. presidency

An evening with award-winning photographers

PRESENTED BY



[CONTACT US →](#)

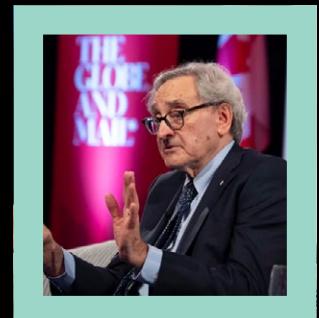


Get connected with Globe Events today

- **Lead Times for Bespoke events;** 1/2 day hybrid
= 12 - 16 weeks from contract sign off.
- **VIP Hybrid** - 10 weeks from contract sign off
- **1h Virtual event** - 8 weeks from contract sign off

Contact your Globe representative or a member of our events team to learn more about sponsorship opportunities and custom events.

[LEARN MORE →](#)



[CONTACT US →](#)

Take the next step

Connect with your Globe Media Group team to learn more about rates, opportunities, and how we can bring powerful campaigns to life.



[DIGITAL AND GLOBE ALLIANCE →](#)



[THE GLOBE AND MAIL NEWSPAPER →](#)



[REPORT ON BUSINESS MAGAZINE →](#)



[STYLE MAGAZINE →](#)



[NEWSPAPER INSERTS →](#)



[GLOBE MEDIA GROUP →](#)

[AD SPECS →](#)

[ADVERTISING TERMS AND CONDITIONS →](#)



GLOBE MEDIA GROUP

Where ambition meets influence.

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TEL 416.585.5111

TOLL FREE 1.800.387.9012

[advertising@globeandmail.com](#)

EASTERN CANADA

Ottawa Region, Quebec, Atlantic Canada

TEL 514.982.3050

TOLL FREE 1.800.363.7526

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UNITED STATES, WORLDWIDE

TEL 1.800.383.7677

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