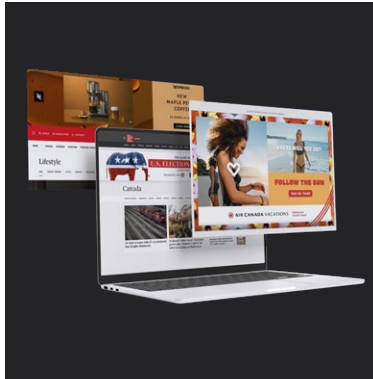




# 2026 MEDIA KIT



**GLOBE MEDIA GROUP**



[DIGITAL AND GLOBE ALLIANCE →](#)



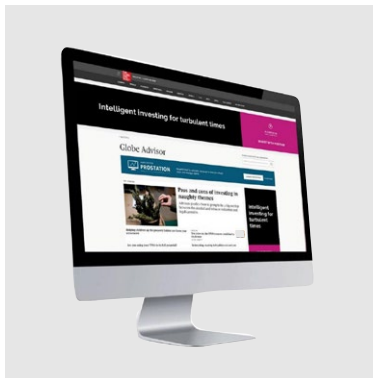
[GLOBE CONTENT STUDIO →](#)



[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.

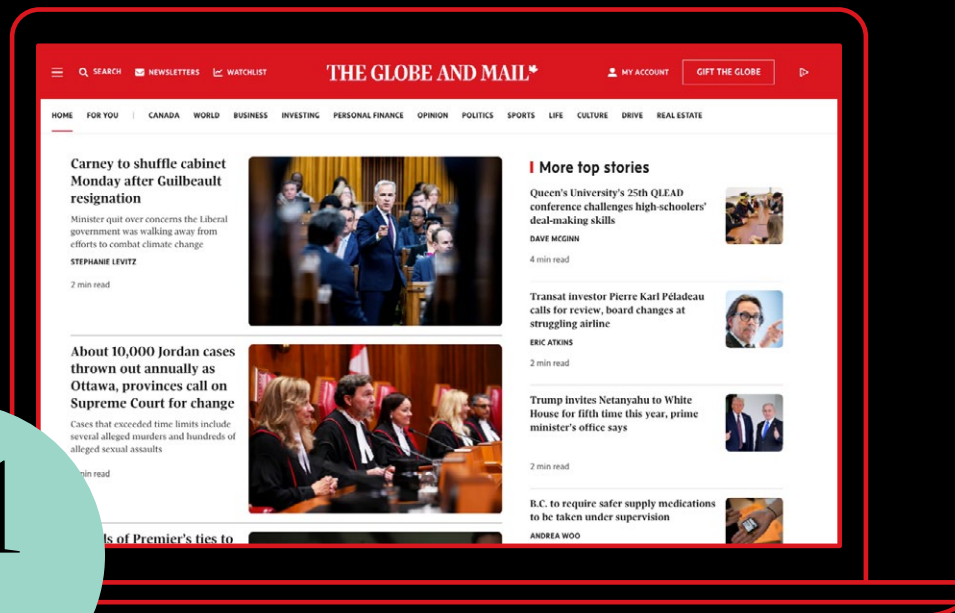


CONTACT US →

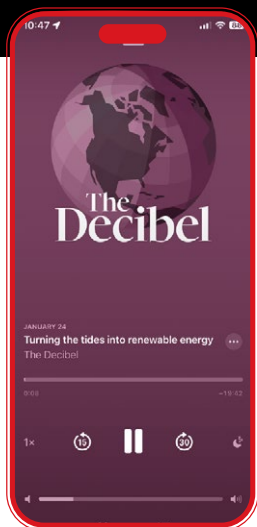


## For Canadian perspectives, influential Canadians start with The Globe and Mail

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.

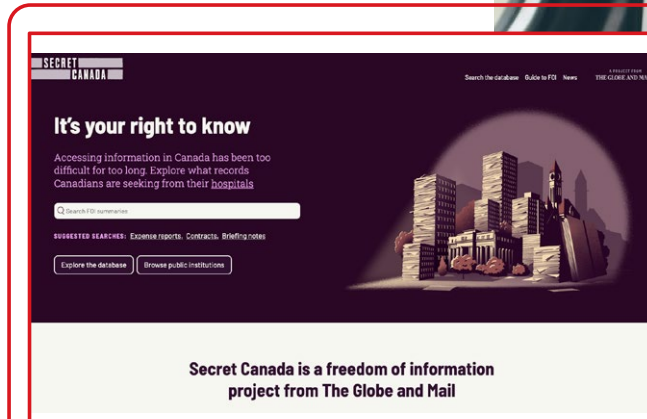
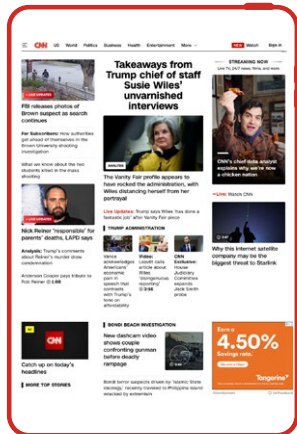




# A world-class network for brands who lead the way

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 Mail, 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.





## 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.




## 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	
abc NEWS	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	Gal 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	abc NEWS
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

MEDIA KIT 2026 | 7



# 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

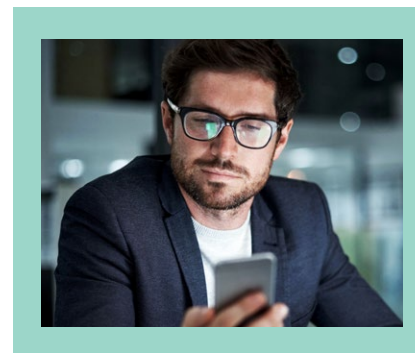
- Leverage your data for targeting, scale, and custom integrations
- Use Globe reader polls for audience insights and category trends
- Expand reach with AI-powered contextual targeting

## 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







## 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.

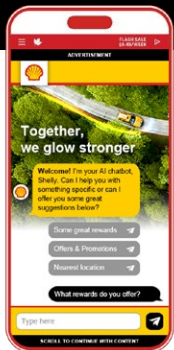


Get inspired in our creative gallery

[EXPLORE GALLERY →](#)

Creative formats and specifications

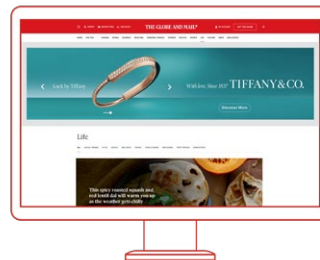
[VIEW DIGITAL SPECS →](#)



### 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 →](#)



### 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



## Video

Showcase your brand to engaged audiences across The Globe and our Globe Alliance network, presenting your messaging in pre-roll and in-article delivery.

## Trend-based content

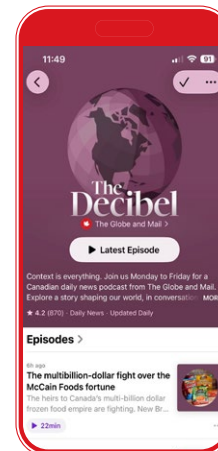
Year round, The Globe publishes a wide range of ahead-of-the-curve editorial Special Reports and Content Features online and in print, providing powerful contextual alignment to match your audience interests.



[EXPLORE OPPORTUNITIES →](#)

## Editorial Podcasts

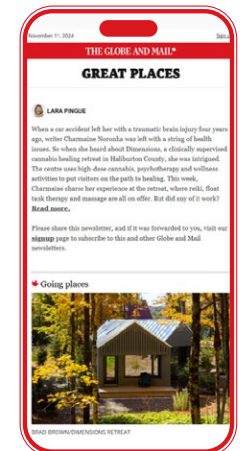
Build audience connections with the focused impact of audio in our engaging and awardwinning Globe podcasts, including our highly successful weekday news podcast The Decibel.



[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 →](#)



[CONTACT US →](#)



# 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

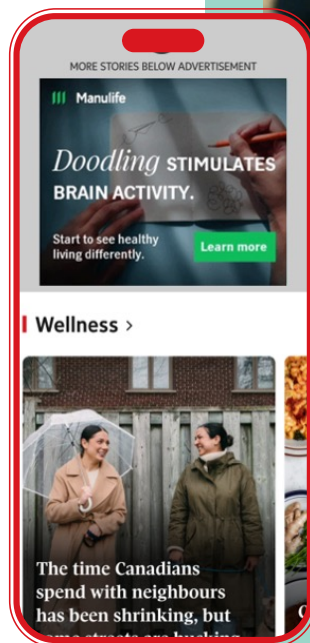
Secure the best of our inventory for your sponsorships, video and custom high-impact creative, reserving the placements that are essential for your campaign's success.

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 →](#)







# 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.

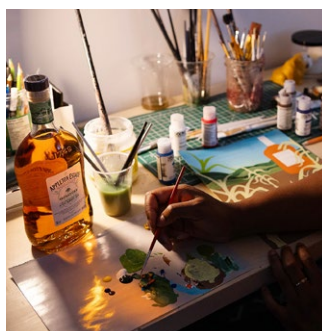
# globe content studio

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**

Average Mon-Fri readers

**1,725,000**

Average Saturday readers

18-34

**39%**

35+

**61%**

25 - 54

**62%**

55+

**26%**

35 - 64

**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+



CONTACT US →

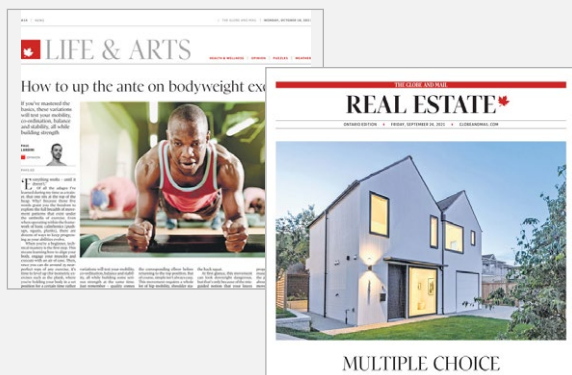


# Your Globe Advantage

**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.



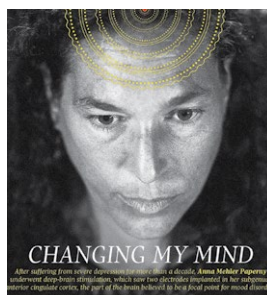
### News

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.





EXPLORE TOPICS →

[illegible]

SPONSOR CONTENT

# INVESTING IN MINING

Friday, February 20, 2025 President's Roundtable Collaboration with the Exploration & Development Association of Canada The Global Mineral Exploration and Mining Summit

## INSIDE

The urgent challenges facing Canada's mineral sector **PDAC**

A collaboration approach to mining **PDAC**

Minerals in energy **PDAC**

Attracting youth to mining careers **PDAC**

Scaling advancement and engagement for reconciliation **PDAC**

Learning from the past through shared learning **PDAC**

The outlook for the 2025 investment cycle **PDAC**

Investing in the future of mining: the opportunities and challenges **PDAC**

Combining value to gold bars **PDAC**

Data and AI reshaping energy industry **PDAC**

Efforts to reduce carbon intensity: benefits in Canada's north **PDAC**

Technology that's driving innovation and new use cases for mining projects **PDAC**

AI-powered mineral exploration **PDAC**

PDAC's 2025 award winners **PDAC21**

**PLUS: INSIGHTS ON THE CRITICAL MINERALS NEEDED FOR THE CLEAN ECONOMY TRANSITION.**

**MARCH 2025**

THE WORLD'S PREMIER MINERAL EXPLORATION & MINING CONVENTION

For more information, visit [pdcconvention.com](https://pdcconvention.com)

Open to everyone 18 and over, this event is a must-attend for anyone involved in the mining industry. The event will feature a wide range of speakers, including industry leaders, government officials, and academic experts. The event will also include a variety of networking opportunities, including a gala dinner and a awards ceremony.

**ABOUT PDAC** The event is a leading source of information for the mining industry. It is a must-attend for anyone involved in the mining industry. The event will feature a wide range of speakers, including industry leaders, government officials, and academic experts. The event will also include a variety of networking opportunities, including a gala dinner and a awards ceremony.

## Taking action on climate change

The Intergovernmental Panel on Climate Change (IPCC) has released its latest report, which calls for urgent action to limit global warming to 1.5°C. The report states that the world must reduce greenhouse gas emissions by 45% by 2030 and reach net-zero by 2050. The report also calls for a just transition to a sustainable economy, which means ensuring that the transition is fair and equitable for all people.

The mining sector will be impacted by these changes. The sector will need to reduce its greenhouse gas emissions and transition to a sustainable economy. The sector will also need to ensure that the transition is fair and equitable for all people.

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**FUTURE MINING CHALLENGES**

**WHEATON PRECIOUS METALS**

SPONSOR CONTENT

# PRIVATE SCHOOLS

Issue: October 1, 2022

Advertising produced by EdMarket Content Studio. The District's editorial department was not involved.

At Rossmore School, students are encouraged to be curious, to ask questions, and to explore their interests. The school's curriculum is designed to provide a strong foundation for university life, and the school's facilities are state-of-the-art, with a focus on providing a high-quality education for all students.

## A strong foundation prepares young people for university life

Building students for post-secondary school and beyond begins long before the first day of high school

**T**he private school, actually, prepares young people to embrace the challenges of university life. That means a solid foundation of knowledge and skills, but also a strong sense of purpose and direction. Private schools are known for their rigorous academic standards, but they also offer a wide range of extracurricular activities and sports. This combination of academic and extracurricular activities helps to develop well-rounded students who are ready for the challenges of university life.

The private school, in fact, is a place where students can develop their individual talents and interests. Whether it's through sports, music, or other extracurricular activities, private schools provide a wide range of opportunities for students to explore their passions and develop their skills. This helps to prepare students for the challenges of university life, where they will need to be able to manage their time and interests effectively.

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Private schools are known for their rigorous academic standards, but they also offer a wide range of extracurricular activities and sports. This combination of academic and extracurricular activities helps to develop well-rounded students who are ready for the challenges of university life. Private schools also provide a strong sense of community and support for their students, which is a key factor in their success. This helps to prepare students for the challenges of university life, where they will need to be able to manage their time and interests effectively.

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Continued on B2

## PRIVATE SCHOOLS OFFER MUCH MORE THAN JUST ACADEMIC RIGOUR

### Students' Private Education

Private schools offer a wide range of opportunities for students to explore their passions and develop their skills. Whether it's through sports, music, or other extracurricular activities, private schools provide a wide range of opportunities for students to explore their passions and develop their skills. This helps to prepare students for the challenges of university life, where they will need to be able to manage their time and interests effectively. Private schools also provide a strong sense of community and support for their students, which is a key factor in their success. This helps to prepare students for the challenges of university life, where they will need to be able to manage their time and interests effectively.

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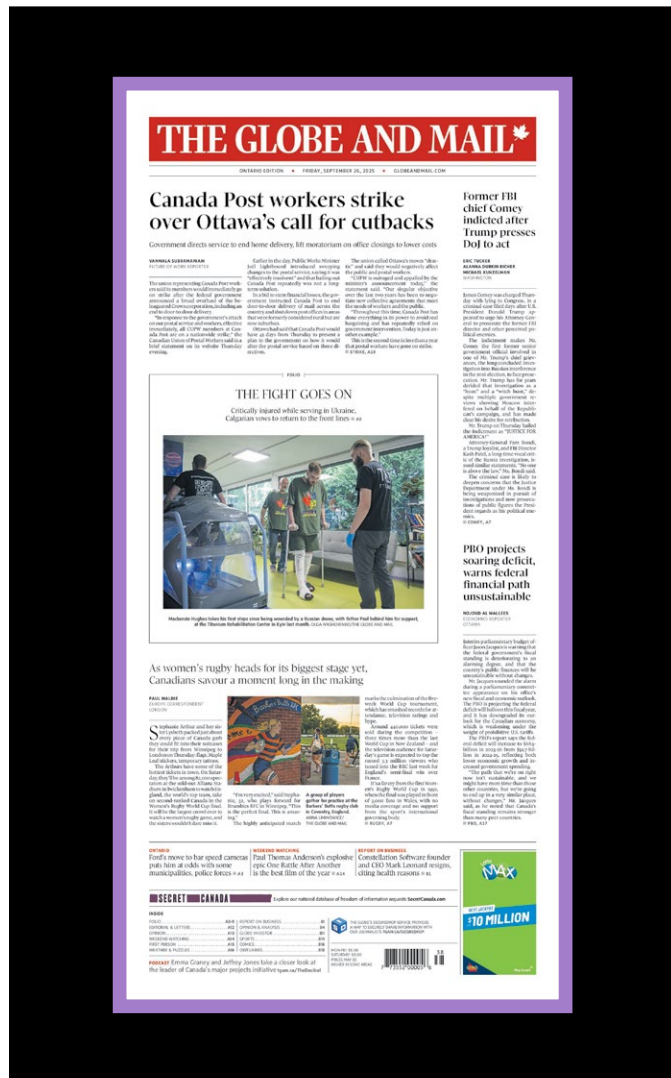
Private schools are known for their rigorous academic standards, but they also offer a wide range of extracurricular activities and sports. This combination of academic and extracurricular activities helps to develop well-rounded students who are ready for the challenges of university life. Private schools also provide a strong sense of community and support for their students, which is a key factor in their success. This helps to prepare students for the challenges of university life, where they will need to be able to manage their time and interests effectively.

Photo: iStockphoto.com/Andriy Hrytsenko

Photo: iStockphoto.com/Andriy Hrytsenko



## Weekday Advertising Information



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

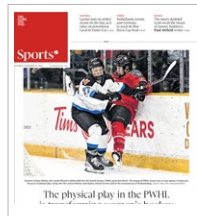
Canada's leading investigative business journalism explores the market-moving stories at home and around the globe, emerging trends and new technologies, and provides essential investing coverage and personal finance advice.



### 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.







## 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



[CONTACT US →](#)

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





# 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



## 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

**93%** more likely to make more than 10 trades per month  
21% more likely to be active investors (past 6 months)

**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

**2.3x** more likely to visit advertiser's website  
3.1x more likely to recommend a product or service after seeing a print/digital magazine ad



## 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 →](#)

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

[illegible]

## 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

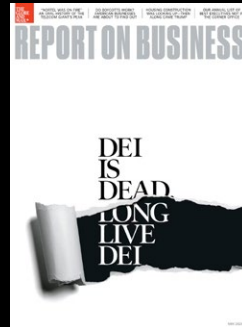


### April

**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

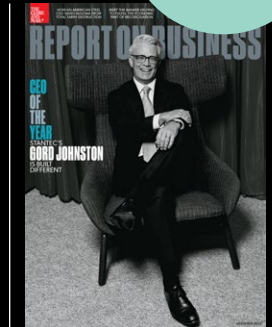


### November

**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*

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

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

**EVENTS**  
Women Lead Here  
**April 8, 2026**

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

**EDITORIAL FEATURE**  
*Best Executives*

**EVENTS**  
Best Executive Awards  
**May 28, 2026**

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

**EDITORIAL FEATURE**  
*Best Managed  
Companies*

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

**EDITORIAL FEATURE**  
*Canada's Top Growing  
Companies*

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

**EDITORIAL FEATURE**  
*Canada's Technology  
Fast 50*

**EVENTS**  
Growth Camp (Top Growing  
Companies and Fast 50):  
**November 2026**  
CEO of the Year:  
**November 2026**

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

**EDITORIAL FEATURE**  
*CEO of the Year*  
  
*Canadian Economic  
Outlook*

**EVENTS**  
Canadian Economic  
Outlook

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



**CONTACT US →**

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



# Globe Advisor

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





“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**

## 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/](https://globemediagroup.ca/globe-advisor/)

### 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.





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

## 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

## 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 →](#)



[CONTACT US →](#)



THE GLOBE AND MAIL<sup>🍁</sup>  
**STYLE**  
*magazine*

Canada's essential guide to inspired living



CONTACT US →



# 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](https://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 +



**CONTACT US →**



# 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.





## 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.



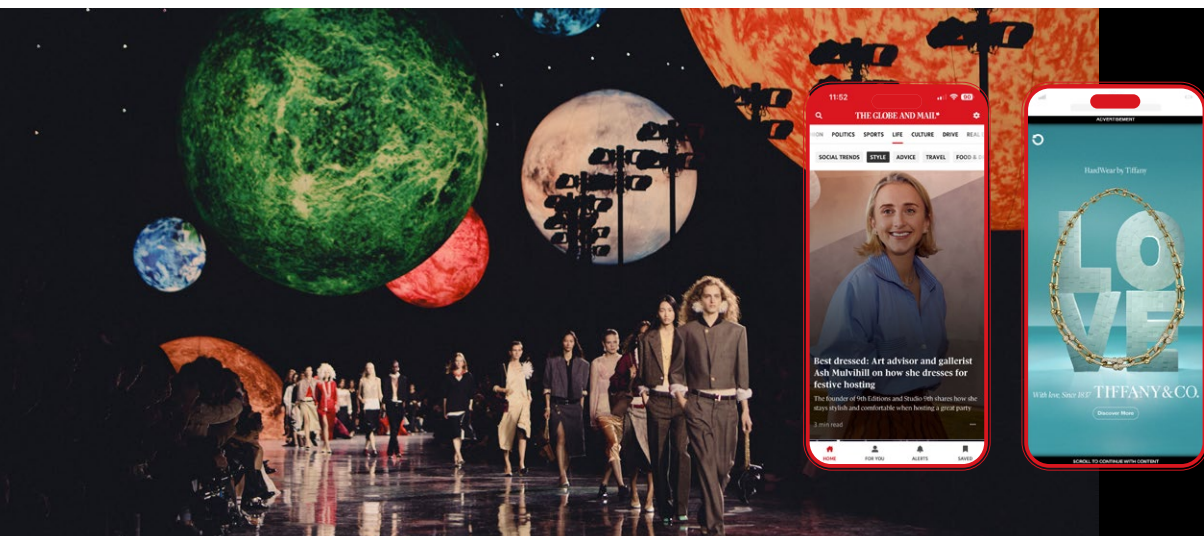
### Fashion Feature

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.





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



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



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



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



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

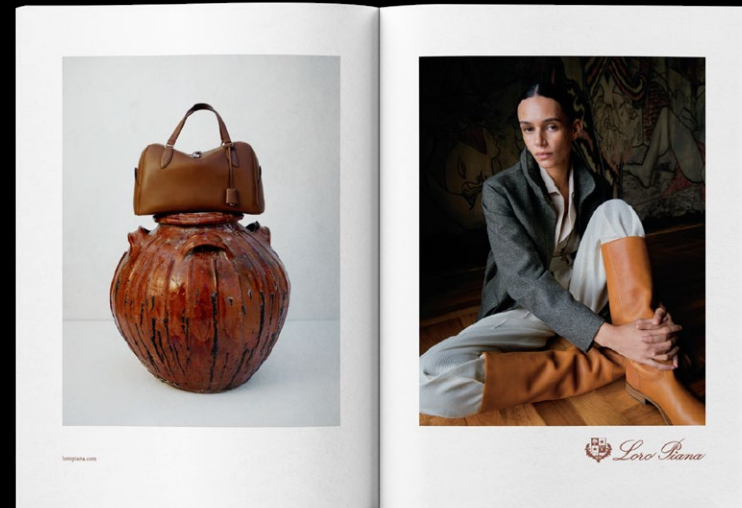
VIEW SPECS →





# 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.







# Transform print into an experience

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.



## Scent Strips & Sampling

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



**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 →](#)



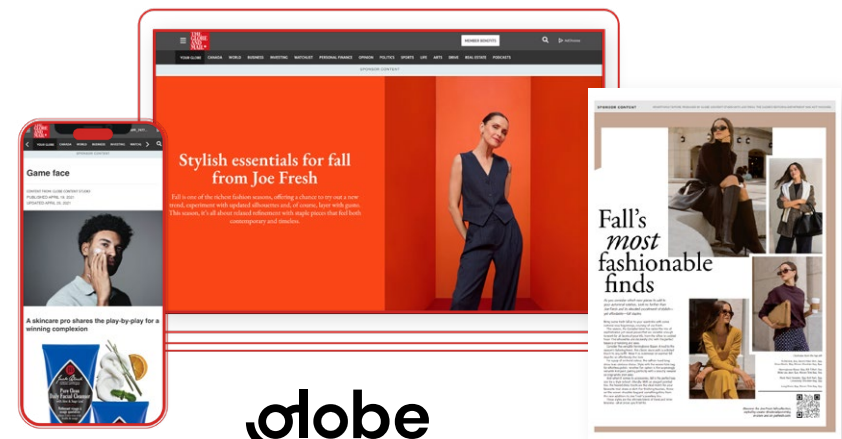
# Tell your story with the authority of The Globe

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.



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](mailto: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





# 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](mailto:anelson@globeandmail.com)

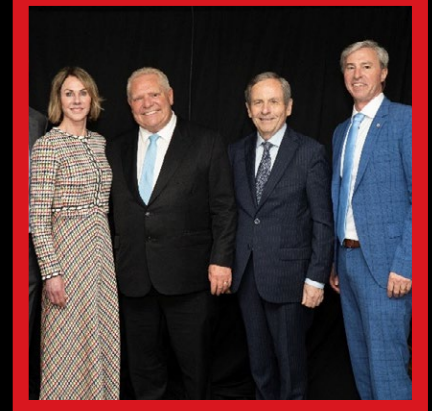


**Watch the 2025 Toronto event highlight reel**

[VIEW REEL →](#)

**Review speaker line up & agenda for 2025 Toronto event**

[VIEW SPEAKERS →](#)



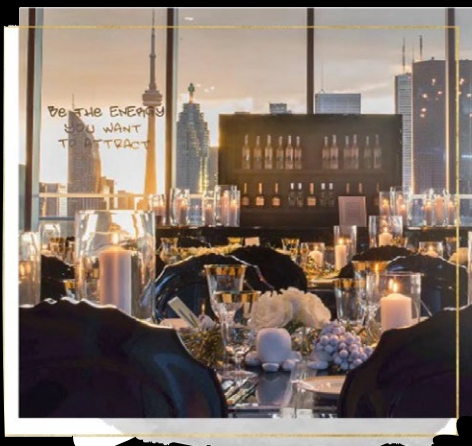
[CONTACT US →](#)





# 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](https://tgam.ca/events)**.

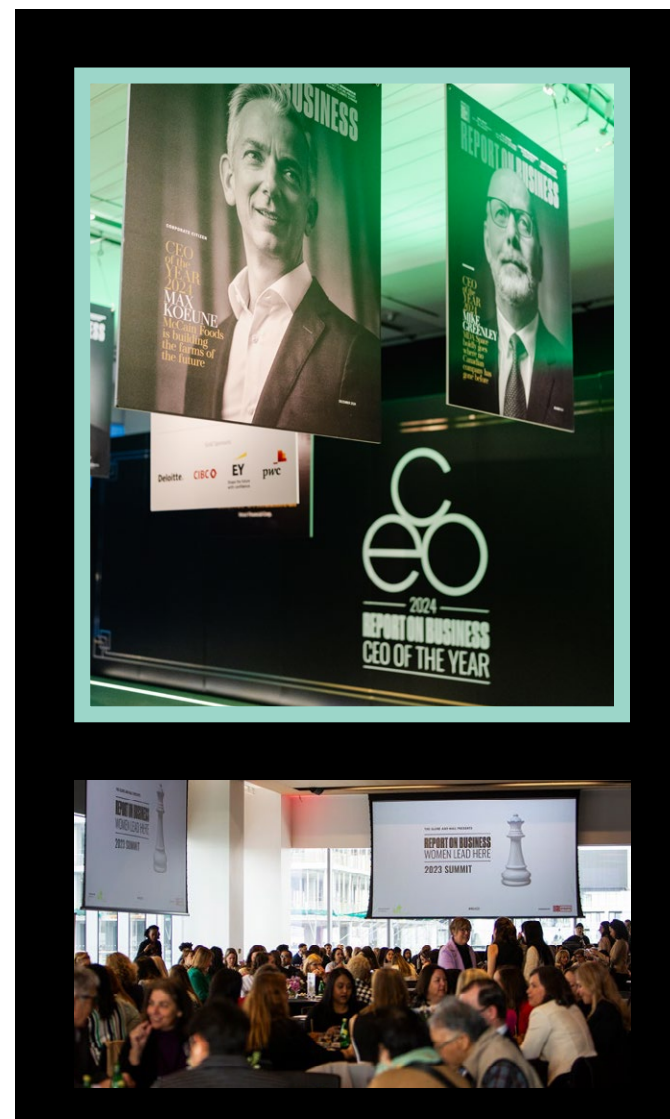


# Multi-Sponsored Event Calendar

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



[CONTACT US →](#)

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





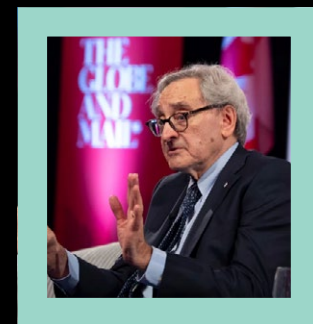


## Get connected with Globe Events today

- **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 →



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[globemedi@ajrmediagroup.com](mailto:globemedi@ajrmediagroup.com)

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