



2024 NATIONAL EDITORIAL SPECIAL REPORT  
DIGITAL AND NEWSPAPER

# WORLD OBESITY DAY

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

Developed by Globe Content Studio, report topics are informed by data signals from content management technology on what is resonating with readers and, more importantly, keeping them engaged. This imparts confidence that the report environment is ideal for positioning and delivering your brand message.

## Themes for World Obesity Day

With obesity on the rise worldwide, there are many conversations to be had about this common condition – from the misconceptions about obesity and its related challenges to the role it plays in health and the latest fascinating research on the complex nature of obesity.

This special report will shine the spotlight on the topic of obesity from a variety of angles through informative and engaging editorial content.

**For additional information contact**

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**18%**

Of Globe print/digital readers more likely to be currently controlling their diet (index 118)

**46%**

Of Globe print/digital readers always check the nutritional content of food (index 114)

**51%**

Of Globe print/digital readers are more likely to be eating healthier food than in the past (index 111)

Print/Digital Weekly Readers – **6,214,000**

Print Weekly Readers – **2,701,000** | Digital Weekly Readers – **4,718,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date
January 31, 2024	February 14, 2024	Monday, March 4, 2024



# EDITORIAL SPECIAL REPORT

# ESSENTIAL PACKAGE

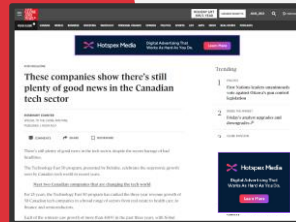
Your brand appears next to timely special report articles with reader-relevant themes, in digital and/or print environments.

## Digital Editorial Special Report Content Discovery

Standard Traffic Driver



Digital Editorial Special Report



## Print Editorial Special Report



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

\* No minimum page view guarantees

\*\* No sightlines or approval editorial special report content

\*\*\* Other print sizes available

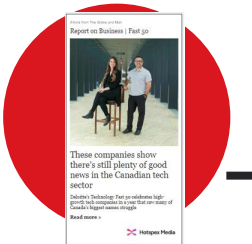


# EDITORIAL SPECIAL REPORT

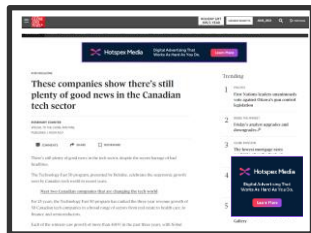
# PREMIUM PACKAGE

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

## Digital Sponsor Content Discovery



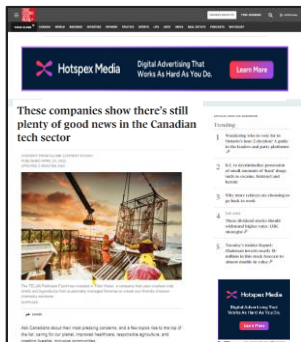
Standard Digital Traffic Driver



Digital Editorial Special Report Ads rotate with SOV among advertisers.

Print Editorial Special Report brand ad adjacency

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



Digital Sponsor Content Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL EDITORIAL REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees.               <ul style="list-style-type: none"> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL EDITORIAL SPECIAL REPORT:</b> As noted above.</li> <li>➤ <b>PRINT EDITORIAL REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to editorial report.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

\*No sightline or approval on editorial special report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.