



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

International Youth Day

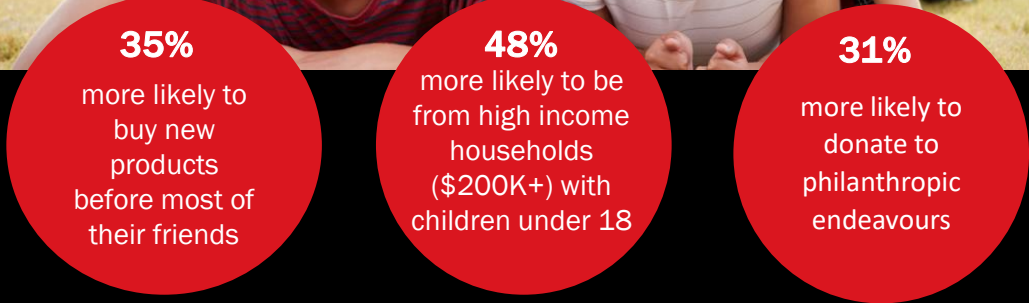
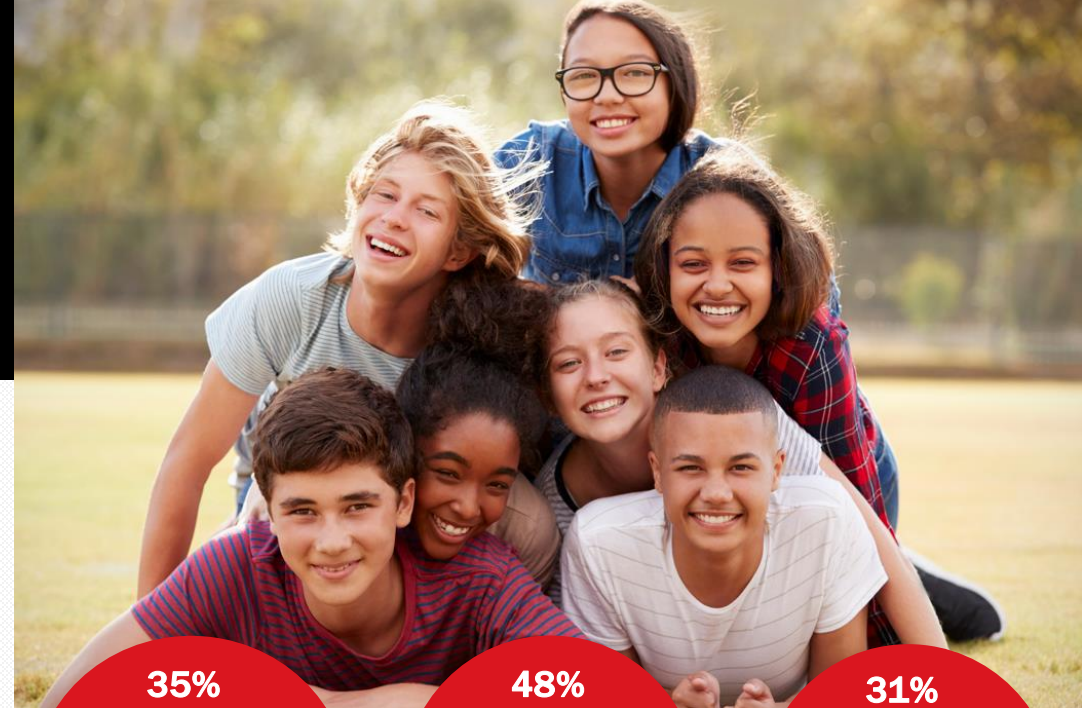
Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.

Topics are informed by The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Since 2000, International Youth Day has been held each year on the 12th of August. As an initiative that celebrates the qualities of young people, it recognizes the challenges that today’s youth can face, but also the incredible societal contributions young people are making to overcome them.

To celebrate this event, The Globe and Mail is please to offer a special International Youth Day report. Running on August 12th it will look at the stories and strategies empowering Canadian youth to shape a brighter future. Don’t miss aligning your ad messaging with this special initiative that is sure to resonate now and into the future.

For additional information contact
Keith Ryder, Special Reports Associate kryder@globeandmail.com



Print/Digital Weekly Readers – 5,941,000
Print Weekly Readers – 2,580,000 | Digital Weekly Readers – 4,607,000

Source: Vividata SCC Winter 2024, National, Adults 18+

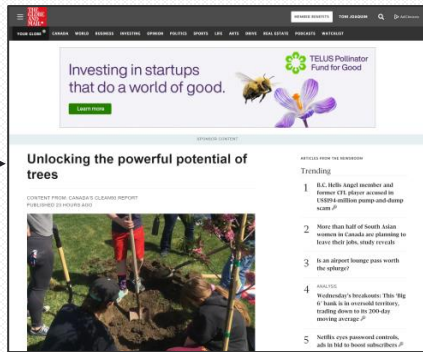
Booking Deadline	Material Deadline	Publication Date
July 15, 2024	July 22, 2024	Monday, August 12, 2024



INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned among participating advertisers, within the integrated report



Digital Integrated Special Report
Content Discovery - Standard Digital Traffic Driver.

Digital Integrated Special Report
Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



Print Integrated Special Report
with brand ad adjacency and brand mention within report.

Package	Details	Investment (National)
Digital*	<ul style="list-style-type: none"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print** + Digital*	<ul style="list-style-type: none"> Full page + 300,000 digital impressions*** ½ page + 300,000 digital impressions*** 	<ul style="list-style-type: none"> \$19,200 \$14,000

*No minimum page view estimates.

**No sightlines or approval on integrated content.

*** Impressions offered 50% driving to integrated special report, 50% to advertiser site

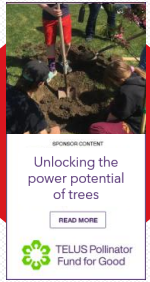


INTEGRATED SPECIAL REPORT

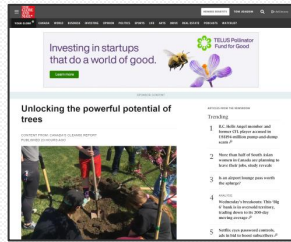
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.

Print Integrated Special Report
brand ad adjacency, mention in article

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



Standard Digital Traffic Driver



Social



Globe Native



Digital Sponsor Content
Custom developed with the client

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

*No sightline or approval on integrated report content.
**Full sightline and approval on sponsor content. 6 to 8-week lead time.