



2024 METRO INTEGRATED SPECIAL REPORT— DIGITAL AND NEWSPAPER

BLACK FRIDAY/CYBER MONDAY



Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, content management technology is used to provide data 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.

Themes for Black Friday/Cyber Monday:

Dive into the holiday shopping frenzy with The Globe and Mail’s Black Friday/Cyber Monday Special Report, your ticket to connecting with deal-hungry consumers. This insightful report will focus on the latest trends across multiple retail categories, giving your brand, digital store or physical location the opportunity to resonate.

Black Friday and Cyber Monday are the most anticipated shopping events of the year, and this report will help tap into the excitement. Showcase your deals and reach customers who are ready to take advantage of great offers, driving engagement and sales during these peak times.

Don’t miss the opportunity to make a lasting impact on this outstanding target audience.

For additional information contact Keith Ryder, Special Reports Associate
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Print Weekly Readers 1,170,000 - Digital Weekly 2,194,000

Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+,
 Globe weekly print/digital readers

Booking Deadline	Material Deadline	Publishing Date
October 15, 2024	October 29, 2024	Tuesday, November 12, 2024

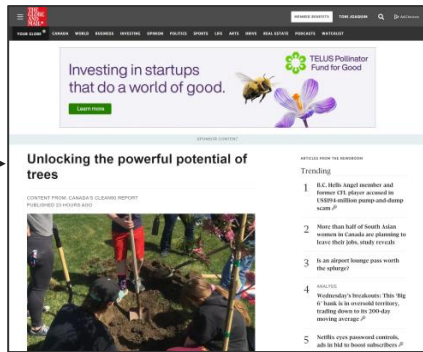


INTEGRATED SPECIAL REPORT

Your brand mentioned within the integrated report among participating advertisers



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 (Metro)
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. ➤ 150,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 150,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$6,000
Print** + Digital*	<ul style="list-style-type: none"> Full page + 300,000 digital impressions*** ½ page + 300,000 digital impressions*** ¼ page + 150,000 digital impressions*** Banner 1/8 page 	<ul style="list-style-type: none"> \$14,200 \$9,950 \$7,500 \$5,500 \$4,500

*No minimum page view estimates.

**No sightlines or approval on integrated content.

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