



2024 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

# BOXING 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, 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 Boxing Day:

Step into the excitement of Boxing Day with our special report, designed for savvy shoppers eager to maximize their post-holiday savings both online and in physical stores.

This feature will captivate readers with its blend of festive cheer and sophisticated insights, spotlighting the latest trends and the best sales from a variety of retailers. From fashion boutiques to tech giants to local shops and big-box stores, this Globe and Mail report will be the ultimate resource for making the most of Boxing Day deals.

Don't miss this opportunity to connect with enthusiastic shoppers who are poised to spend and ready to discover what you have to offer. Let's make this Boxing Day unforgettable together!

**For additional information contact Keith Ryder, Special Reports Associate**  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)



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
November 22, 2024	November 28, 2024	Thursday, December 12, 2024

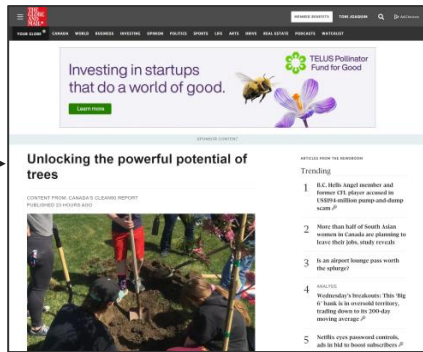


# INTEGRATED SPECIAL REPORT

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"> <li>Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article.</li> <li>150,000 driver impressions – Globe and Mail ROS.</li> <li>300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>150,000 brand impressions – Globe and Mail ROS</li> <li>300x250 brand ads, drives traffic to your site.</li> </ul>	\$6,000
Print** + Digital*	<ul style="list-style-type: none"> <li>Full page + 300,000 digital impressions***</li> <li>1/2 page + 300,000 digital impressions***</li> <li>1/4 page + 150,000 digital impressions***</li> <li>Banner</li> <li>1/8 page</li> </ul>	<ul style="list-style-type: none"> <li>\$14,200</li> <li>\$9,950</li> <li>\$7,500</li> <li>\$5,500</li> <li>\$4,500</li> </ul>

\*No minimum page view estimates.

\*\*No sightlines or approval on integrated content.

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