



2024 METRO INTEGRATED SPECIAL REPORT- DIGITAL AND NEWSPAPER

DECEMBER HOLIDAY ENTERTAINING AND GIFT GIVING

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 December Holiday and Entertaining gift guide:

Celebrate the magic of the season with The Globe and Mail's Special Report on December Holiday Entertaining. This curated guide will enchant readers with its blend of festive cheer and refined elegance, offering the latest trends, tips, and inspiration for unforgettable holiday celebrations. From hosting dazzling parties to finding perfect gifts, December Holiday Entertaining and Gift Giving will be a definitive resource for a stylish and joyous holiday season.

By advertising in this special report, you'll connect with an engaged audience eager to embrace the joy and elegance of the holiday season. Don't miss this chance to highlight your brand during the most wonderful time of the year!

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



49% of readers enjoy entertaining at home

57% of readers really enjoy cooking

1 in 3 readers spend \$150+ on food shopping weekly

Print Weekly Readers 1,170,000 - Digital Weekly 2,194,000

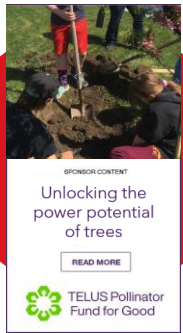
Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+, Globe weekly print/digital readers

Booking Deadline	Material Deadline	Publishing Date
October 29, 2024	November 19, 2024	Tuesday, November 26, 2024

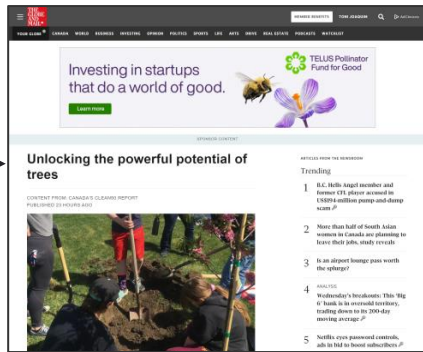


INTEGRATED SPECIAL REPORT

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