



2024 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

EXPLORE ONTARIO - FALL COLOURS EDITION

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 Explore Ontario – Fall Colours edition:

Ontario exudes a unique charm in the fall months. As nature paints the landscapes with beautiful colours and the air is filled with refreshing crispness, individuals seek to enrich their leisure with delightful weekend excursions and escapes, fully embracing the season’s splendour.

For those seeking inspiration for their next fall adventure, The Globe and Mail’s Explore Ontario serves as an invaluable resource. With captivating visuals and insightful recommendations, it guides readers in crafting the perfect fall getaway experience and provides a roadmap for memorable activities upon arrival.

For enquiries regarding advertising opportunities within Explore Ontario, we encourage you to connect with your Globe and Mail representative today.

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



Print Weekly Readers 1,170,000 - Digital Weekly 2,194,00
 Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+, Globe weekly print/digital readers

Booking Deadline	Material Deadline	Publishing Date
August 14, 2024	August 23, 2024	Friday, September 13, 2024

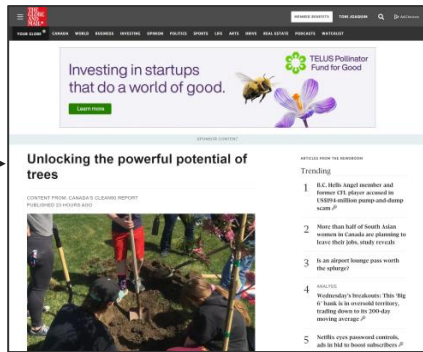


INTEGRATED SPECIAL REPORT

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