



2024 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

THANKSGIVING ENTERTAINING GUIDE

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 Thanksgiving Entertaining Guide:

Embrace the warmth of Thanksgiving with The Globe and Mail’s Thanksgiving Entertaining Guide. We’ll help readers prepare to elevate their gatherings with delectable recipes, cozy décor ideas, and expert holiday hosting tips. From rich flavourful dishes and festive cocktail creations to beautiful table settings and heartwarming family activities, The Globe’s Thanksgiving Entertaining Guide plans to help readers make their holiday celebrations truly special. Join us in making this Thanksgiving a memorable season of gratitude and joy!

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

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
September 4, 2024	September 18, 2024	Wednesday, October 2, 2024

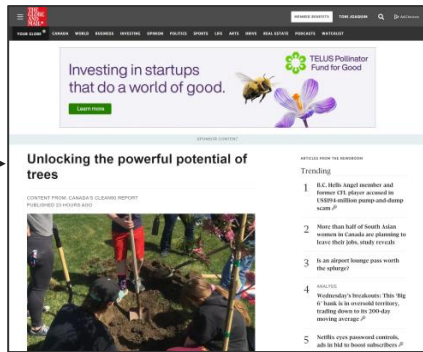


INTEGRATED SPECIAL REPORT

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