



2025 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

# TASTE ONTARIO - SUMMER EDITION

Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Topics are informed by content management technology providing the Globe Content Studio with data signals on what resonates and keeps readers engaged. It provides confidence that these are ideal environments to position your brand message.

Culinary tourism is more than just food – it’s about the stories, cultures and connections that unite us. This June, The Globe and Mail will publish Taste Ontario, an exploration of how Ontario’s vibrant urban centres and charming rural landscapes come together through shared culinary experiences. From farm-to-table gems and bustling city markets to award winning wineries and hidden local favourites, this special report celebrates the food, drink, and traditions that define our communities.

Showcasing the best of Ontario’s culinary scene, Taste Ontario will inspire readers to explore, savour, and connect. With its broad appeal to food lovers, travellers and culture seekers alike, it’s a unique opportunity for businesses to engage with an audience eager to discover the tastes and treasures of our province. Advertise with us and become part of Ontario’s culinary journey!

For more information, contact The Globe Media Group team  
[advertising@globeandmail.com](mailto:advertising@globeandmail.com)



**20%**  
 more likely to have taken 3+ trips within Canada – past 12 mos.

**22%**  
 more likely to dine at fine restaurants as much as possible

**10%**  
 more likely to take day trips to nearby towns/cities as often as possible

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

Standard Booking Deadline	Material Deadline	Publishing Date
April 30, 2025	May 28, 2025	Friday, June 13, 2025

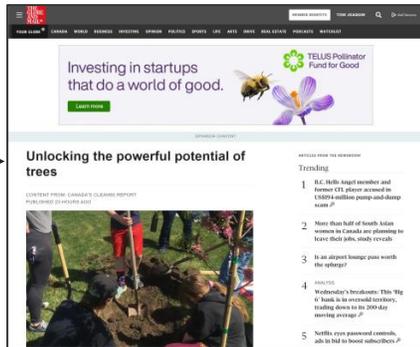


# INTEGRATED SPECIAL REPORT

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>½ page + 300,000 digital impressions***</li> <li>¼ 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