



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

ADVANCING HEALTH TECHNOLOGIES

Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.

Topics are informed by content management technology that provides our editorial staff and Globe Content Studio with data signals 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 Advancing Health Technologies:

One in five Canadians are without a family doctor, based on a survey by Angus Reid Institute and the Canadian Medical Association in August 2023; 29 per cent of those who do have one still find it difficult to get an appointment. Health care practices, from private practitioners to major hospitals, are increasingly relying on advancing technologies to improve the speed and quality of service delivered across the country as well as fuelling innovation.

Medical prototypes, real-time practice management, consumer tech with enterprise-level applications: The Globe and Mail’s special report on Advancing Health Technologies will look at the leading-edge tech trends in healthcare through a B2B lens.

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



91%
more likely to be
business
decision makers

54%
more likely to
be MOPEs

85%
more likely to be
Senior Managers
and Owners

Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Mondays
January 15, 2024	February 16, 2024	February 23, 2024	March 18, 2024
April 15, 2024	May 17, 2024	May 24, 2024	June 10, 2024
August 12, 2024	September 9, 2024	September 16, 2024	October 7, 2024
October 21, 2024	November 11, 2024	November 18, 2024	December 9, 2024



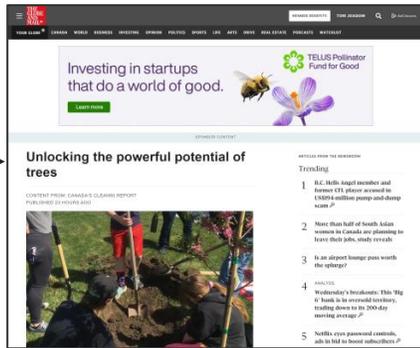
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

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
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. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

*No minimum page view guarantees.
**No sightlines or approval on integrated content.
***Other print sizes and editions available.



INTEGRATED SPECIAL REPORT

PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery



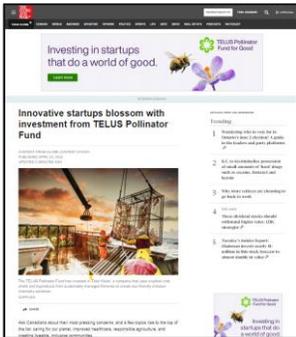
Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.

Print Integrated Special Report
brand ad adjacency, mention in article

Print Sponsor Content
Full sightlines in article with brand adjacent to report content



Digital Sponsor Content
Custom developed with the client

Standard Digital Traffic



Globe Native



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: As described above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to integrated report that includes brand mention. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated report content.

**Full sightline and approval on sponsor content. 6 to 8-week lead time.