

LUXURY COLLECTIBLES

Editorial Special Reports are turnkey content solutions that provide participating advertisers with the opportunity to be aligned to relevant themes and articles.

With the combined economic challenges of inflation and high-interest rates, investment diversification is an important financial function. It's also time to take a renewed approach to spending, particularly on goods with appreciation potential, such as collectibles. This special report will examine high-level opportunities in this space, which is increasing in popularity.

Proposed Story Lineup :

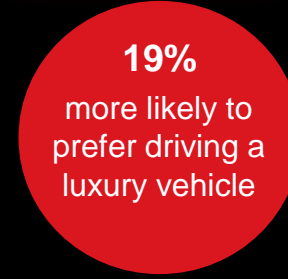
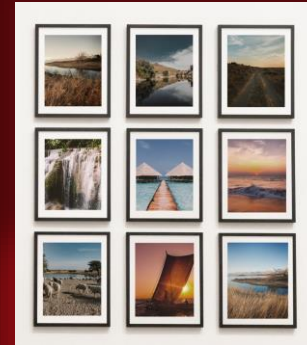
- What classic cars best hold or increase in value? Is it worth investing in a faded beauty that needs work, or is it better to buy in mint condition?
- Who are the top artists being sold at auction? What and what are they worth? What are the best methods for discovering emerging local artists?
- Wine collecting can pay big dividends. What are the top-five regions globally to place smart bets and get top quality? What are other strategies for delivering returns?

Other potential topics:

- Jewelry, watches and other accessories
- Hard currency such as coins
- Sports memorabilia
- Sneakers

For additional information contact

Keith Ryder, Special Reports Associate kryder@globeandmail.com



Print/Digital Weekly Readers – **2,665,000**
Print Weekly Readers – **827,000** | Digital Weekly Readers – **1,498,000**

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

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Date
January 18, 2024	February 8, 2024	February 29, 2024	March 30, 2024

EDITORIAL SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand appears next to timely special report articles with reader-relevant themes, in digital and/or print environments.

Digital Editorial Special Report Content and Discovery

Standard Traffic Driver

Digital Editorial Special Report

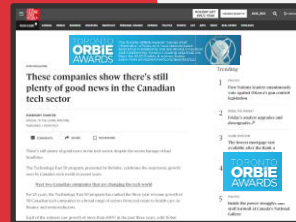
Print Editorial Special Report



Full page ad



1/2 page ad



Package	Details	Investment
Digital only package*	<ul style="list-style-type: none"> ➤ Equal brand SOV among participating advertisers, adjacent to editorial special report content**. ➤ 350,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads ➤ 500,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drivers traffic to your site 	\$17,000
Print only package	<ul style="list-style-type: none"> ➤ Ad adjacent to report content ➤ Full and half page size 	Standard print rates apply
Digital + Print Package	<ul style="list-style-type: none"> ➤ Digital and print as described above 	<p>\$25,000 (full page)</p> <p>\$20,000 (half page)</p>

* No minimum page view estimates

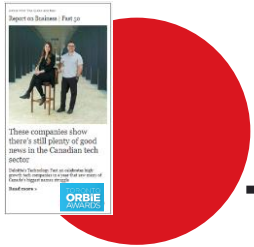
** No sightlines or approval on editorial special report content

EDITORIAL SPECIAL REPORT

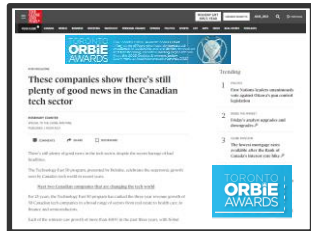
PREMIUM PACKAGE

Your brand runs adjacent to editorial report content + fully integrated in your own sponsor content

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Editorial Special Report Ads rotate with SOV among advertisers.

Print Editorial Special Report brand ad adjacency



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



Standard Digital Traffic Social Globe Native



Globe Native



Digital Sponsor Content Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL EDITORIAL REPORT: Equal brand ad SOV among participating advertisers, adjacent to report*. 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 EDITORIAL SPECIAL REPORT: As noted above. ➤ PRINT EDITORIAL REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. ➤ 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 editorial special report content.

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