

# DELIVERING THE GOODS: LOGISTICS, TRANSPORTATION AND INVENTORY MANAGEMENT

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 Delivering the goods: logistics, transportation and inventory management.**

Supply chain disruption rocked businesses big and small in the last few years, while they were already facing other challenges. Whether you're an e-commerce retailer selling products direct-to-consumer, a grocer or restaurant waiting on transportation of refrigerated perishables or an enterprise company relying on trucking and freight to meet tight delivery schedules, logistics, transportation and inventory management are core to your business.

This special report in The Globe and Mail will look at those establishing systems, processes and technologies for more reliable operations at all levels of business, including innovations that will scale alongside your organization.

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



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 Tuesdays
January 23, 2024	February 20, 2024	February 27, 2024	March 19, 2024
April 16, 2024	May 14, 2024	May 21, 2024	June 11, 2024
August 20, 2024	September 17, 2024	September 24, 2024	October 15, 2024
October 15, 2024	November 12, 2024	November 19, 2024	December 10, 2024



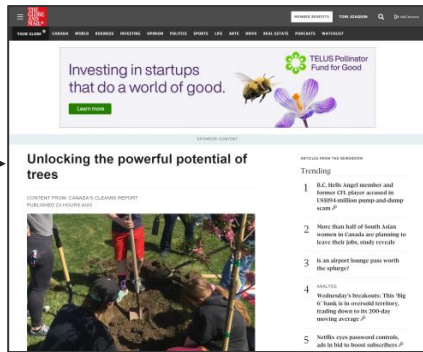
# INTEGRATED SPECIAL REPORT

# 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"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<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

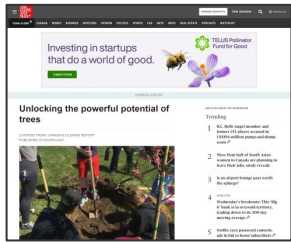
# PREMIUM PACKAGE

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



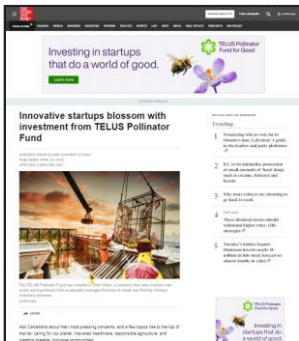
### Social Standard Digital Traffic



### Globe Native



**Digital Sponsor Content**  
Custom developed with the client



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