

TRAVEL WELL

Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story.

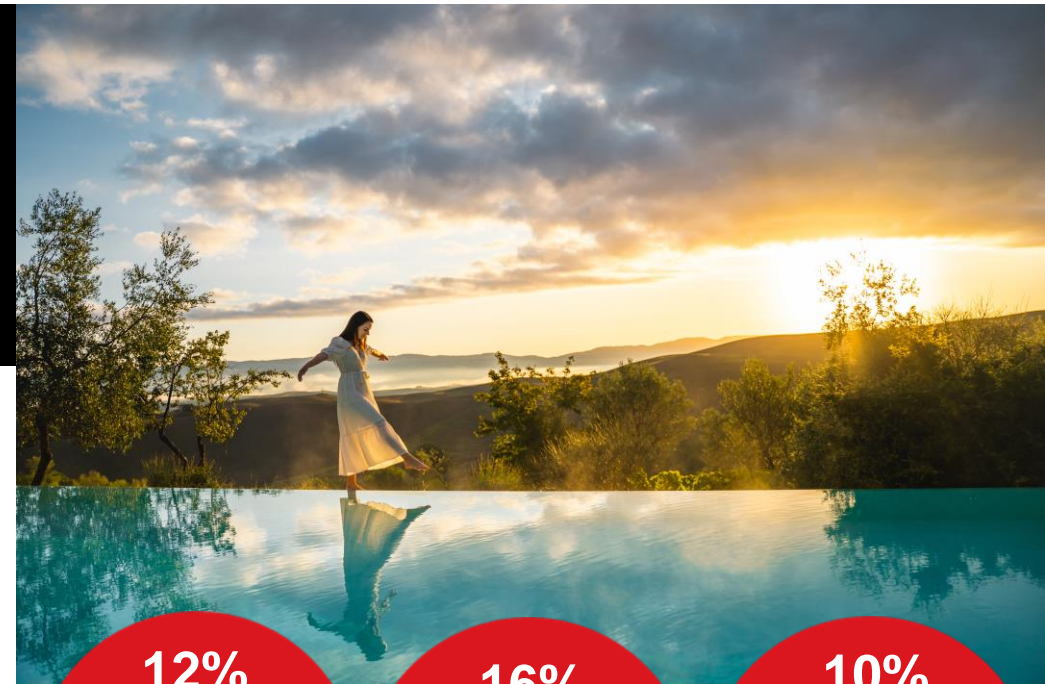
Produced by Globe Content Studio, topics are informed by content management technology that provides our editorial and Globe Content Studio staff with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Themes for Travel Well:

The Globe and Mail regularly covers topics related to Wellness Travel. Topping the list of travel destinations for 2024, The Globe put the spotlight on Bodrum, Turkey, naming it a “wellness traveller’s paradise”. Austria was also highlighted as “an unlikely zen destination”. Another recent article described responsible tourist tenets such as thoughtful destination selection, climate-friendly transportation, and respecting local communities while travelling.

For this special report, The Globe will look at how today’s tourists seek to travel well in every sense of the word. With an eye on ethical, sustainable and rejuvenating aspects, Travel Well will highlight destinations, accommodations, experiences and activities that operate with wellness top of mind.

**For more information, please contact your Globe Media Group team.
advertising@globeandmail.com**



12%

more likely to have taken 3+ international trips/past 12 mos.

16%

more likely to be passionate about travelling

10%

more likely to have spent \$5K+ on their last international trip

Print/Digital Weekly Readers – **6,018,000**

Print Weekly Readers – **2,608,000**

Weekly Readers – **4,576,000**

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

Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
April 17, 2024	May 1, 2024	May 22, 2024
October 2, 2024	October 16, 2024	November 6, 2024



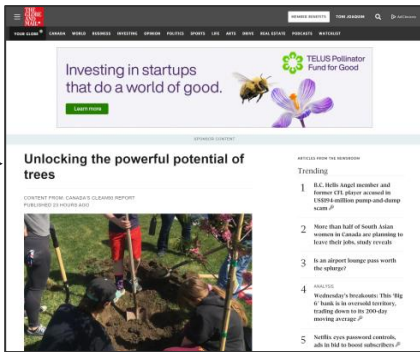
INTEGRATED SPECIAL REPORT

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

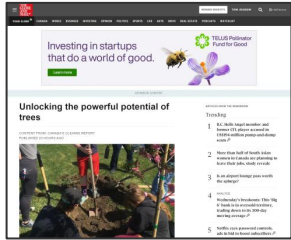
PREMIUM PACKAGE

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



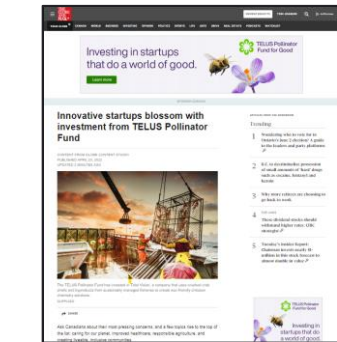
Print Sponsor Content Full sightlines in article with brand adjacent to report content



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"> ➤ 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. 	\$33,000 (National full page) \$28,000 (National half page)

*No sightline or approval on integrated report content.

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