



2024 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

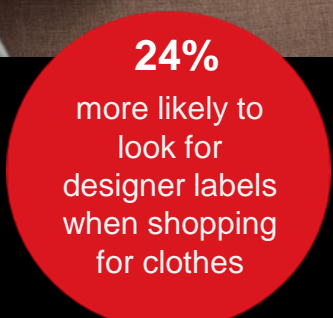
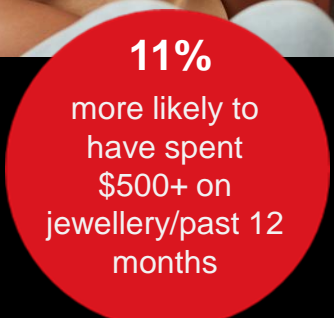
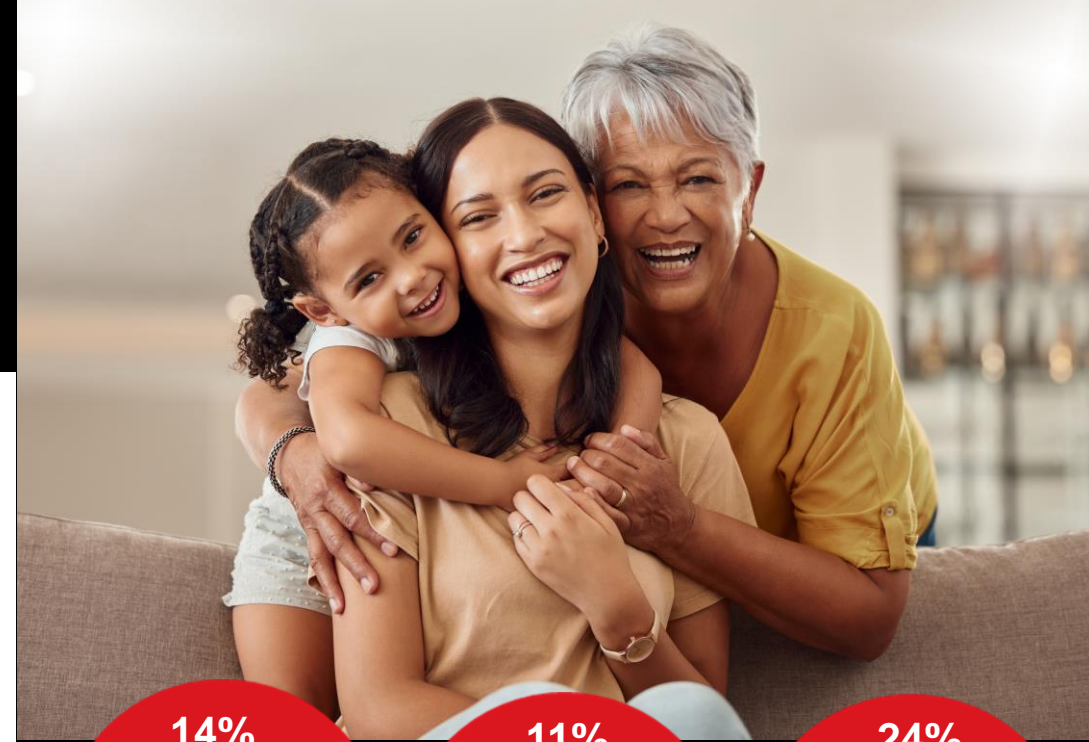
# MOTHER'S DAY

Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, content management technology is used to provide data 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.

As we gear up to celebrate the remarkable women in our lives, The Globe and Mail is pleased to publish a special Mother's Day report. It will be a warm tribute to mothers everywhere, looking to offer readers a curated selection of gifts, experiences, and heartfelt sentiments, honoring the incredible mothers in their lives.

Secure your advertising space today and let us help you connect with moms in a meaningful way this Mother's Day. Contact us now to discuss available options and ensure your brand shines in this special opportunity.

**For additional information contact** Keith Ryder, Special Reports Associate  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)



Print Weekly Readers – 1,303,000 Digital Weekly - 2,125,000

Source: Vividata SCC Fall 2023, Ontario Metro, Adults 18+, Globe weekly print/digital readers

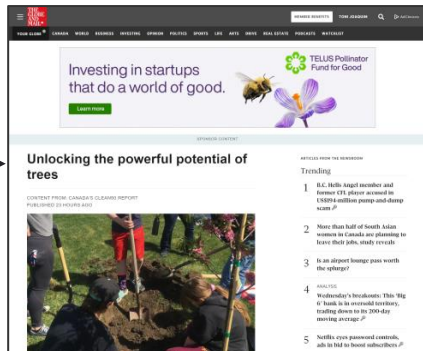
Standard Booking Deadline	Material Deadline	Publishing Date
April 18, 2024	April 25, 2024	Thursday, May 9, 2024



# INTEGRATED SPECIAL REPORT

# MOTHER'S DAY

## 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> </ul>	<p>\$14,200</p> <p>\$9,950</p>

\*No minimum page view estimates.

\*\*No sightlines or approval on integrated content.

\*\*\* Impressions offered 50% driving to integrated special report, 50% to advertiser site