



2024 METRO INTEGRATED SPECIAL REPORT
DIGITAL AND NEWSPAPER

SUMMER ENTERTAINING GUIDE

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.

Step into the sizzle of summer with The Globe and Mail's Summer Entertaining Guide. We'll help readers get ready to elevate their gatherings with tantalizing recipes, stylish décor ideas, and expert tips for hosting unforgettable events under the sun.

From refreshing cocktails and mouthwatering BBQ techniques to backyard bashes and intimate soirées, this Summer Entertaining Guide will be essential to making summer celebrations shine. Dive in and let the summer festivities begin!

For additional information contact Keith Ryder, Special Reports Associate
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35%

more likely to buy
new products
before most of
their friends

19%

more likely to
enjoy discovering
new types and
brands of alcoholic
beverages

10%

more likely to
shop at gourmet
food stores

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

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

Standard Booking
Deadline

May 15, 2024

Material Deadline

May 24, 2024

Publishing Date

Friday, June 14, 2024



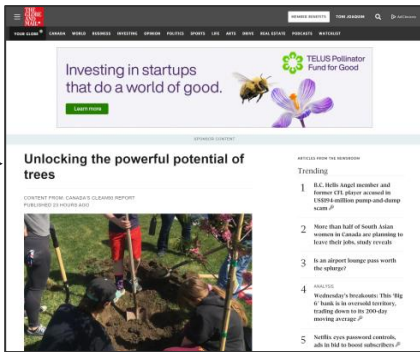
INTEGRATED SPECIAL REPORT

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>\$17,000 (Metro full page***)</p> <p>\$12,500 (Metro half page***)</p>

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



INTEGRATED SPECIAL REPORT

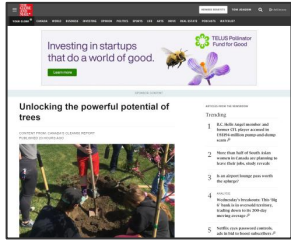
PREMIUM PACKAGE

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



Standard Digital Traffic Social 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. 	\$28,000 (Metro full page) \$23,500 (Metro half page)

*No sightline or approval on integrated report content.

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