



2024/25 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Private Schools

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 The Globe’s proprietary 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.

As education continues to evolve and parents increasingly look to enroll their children in private schools to give them a leg up on learning, The Globe and Mail’s **Private Schools** special report provides timely and thought-provoking information to help them make the best decisions for their children’s education.

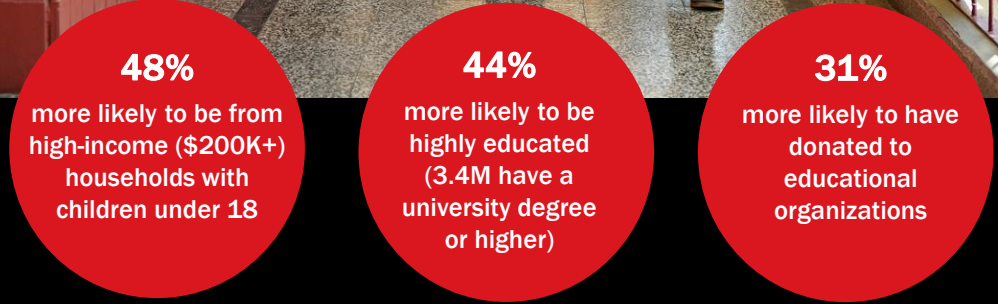
The following themes are among those under consideration for Private Schools:

Educational Philosophies and Values: A look at some of the principles such as academic excellence, character development and leadership skills that guide the offerings and curriculum of Canada’s private schools

Diverse Learning Environments: How private schools are prioritizing diversity and equity to create inclusive learning environments and promote social justice in education

Sustainability: From green building practices to outdoor education and environmental awareness initiatives, how private schools are prioritizing sustainability and environmental stewardship

For additional information contact
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Print/Digital Weekly Readers – 5,941,000
Print Weekly Readers – 2,580,000 | Digital Weekly Readers – 4,607,000

Source: Vividata SCC Winter 2024, National, Adults 18+

Booking Deadline	Material Deadline	Publication Date
September 6, 2024	September 12, 2024	Friday, October 4, 2024

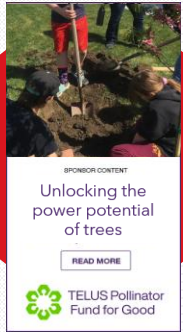
January 6, 2025	January 22, 2025	February 7, 2025
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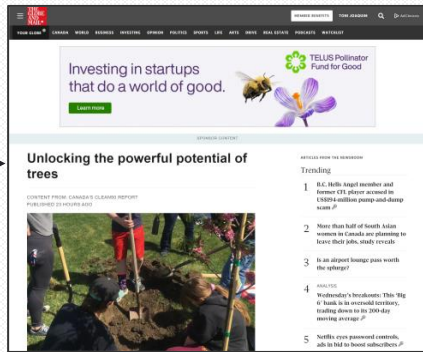
INTEGRATED SPECIAL REPORT

PRIVATE SCHOOLS

Your brand mentioned among participating advertisers, within the integrated report



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 (National)
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** + Digital*	<ul style="list-style-type: none"> Full page + 300,000 digital impressions*** 2/3 page + 300,000 digital impressions*** 1/2 page + 300,000 digital impressions*** 1/3 page + 300,000 digital impressions*** 1/4 page + 300,000 digital impressions*** Banner 1/8 page 	<ul style="list-style-type: none"> \$19,200 \$17,000 \$14,000 \$10,800 \$9,000 \$5,500 \$4,500

*No minimum page view estimates.

**No sightlines or approval on integrated content.

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