

BOXING 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.

Dive into the post-holiday shopping surge with The Globe and Mail’s Boxing Day Special Report, your key to engaging with eager bargain-hunters. This integrated special report will spotlight the latest consumer trends across multiple retail sectors, offering your brand, e-commerce site, or brick-and-mortar store the chance to stand out.

Boxing Day is one of the biggest shopping events of the year, and this report will capture the excitement as customers look to maximize savings. Showcase your best offers and position your brand in front of an audience ready to take advantage of unbeatable deals, driving post-holiday engagement and sales. Don’t miss the opportunity to make a powerful connection with this motivated target market.

For additional information contact The Globe Media Group team
advertising@globeandmail.com



35% of readers shop during Boxing Week

44% of readers really enjoy shopping

1 in 3 readers tend to make impulse purchases

Print Weekly Readers 1,170,000 - Digital Weekly 2,194,000

Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+,
Globe weekly print/digital readers

Booking Deadline	Material Deadline	Publishing Date
November 28, 2024	December 19, 2024	Thursday, December 26, 2024

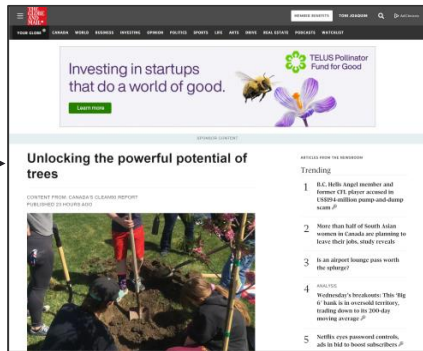


INTEGRATED SPECIAL REPORT

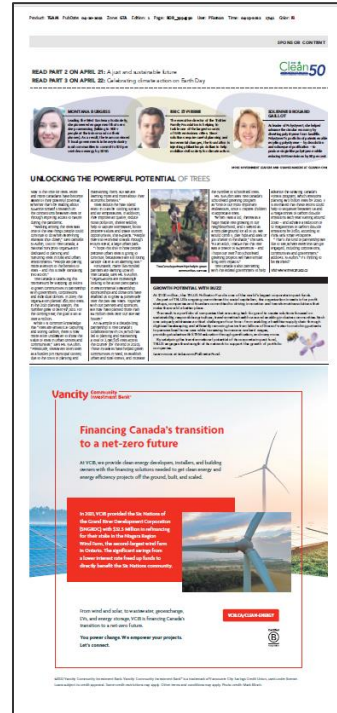
Your brand mentioned within the integrated report among participating advertisers



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"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article. ➤ 150,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 150,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$6,000
Print** + Digital*	<ul style="list-style-type: none"> Full page + 300,000 digital impressions*** ½ page + 300,000 digital impressions*** ¼ page + 150,000 digital impressions*** Banner 1/8 page 	<ul style="list-style-type: none"> \$14,200 \$9,950 \$7,500 \$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