

LUXURY COLLECTIBLES

2025 INTEGRATED SPECIAL REPORT
PRINT AND DIGITAL MAGAZINE
- JUNE ISSUE -

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 data signals on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

With cyclical economic challenges, portfolio diversification is an important financial function. Taking a renewed approach to investing, particularly on goods with high appreciation potential continues to have huge importance. Collectibles, a high-level opportunity in this space, is increasingly popular. This special report looks at this investment strategy.

Proposed story lineup

- When it comes to jewelry, watches and other accessories, how do collectors select items that reflect personal style along with long term investment value?
- What classic cars best hold or increase in value?
- Who are the top artists being sold at auction? What are they worth?

Other potential topics

- Wine collecting
- Hard currency such as coins
- Sports memorabilia
- Sneakers

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



30%
more likely to have \$1MM in investable assets

20%
more likely to have expensive tastes

17%
more likely to prefer driving a luxury vehicle

Print/Digital Weekly Readers – **2,828,000**
Print Weekly Readers – **898,000** | Digital Weekly Readers – **1,599,000**

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

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Date
March 24	April 14	May 8	Digital - Friday, May 30 Print - Saturday, May 31

INTEGRATED SPECIAL REPORT

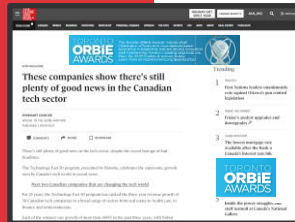
ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report
Content and Discovery

Standard Traffic Driver

Digital Integrated Special Report



Print Integrated Special Report



Full page ad



1/2 page ad

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**. Half and full-page 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 estimates

** No sightlines or approval on integrated special report content

INTEGRATED SPECIAL REPORT

PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content developed for you exclusively to your approval

Digital Sponsor Content Discovery



Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Standard Digital Traffic Driver

Digital Integrated Special Report
Ads rotate with SOV among advertisers.

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*. No page view guarantees. • 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**. • 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 SPECIAL REPORT: As noted above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated special report content.

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