

# LUXE LIFE

*Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, topics are informed by content management technology providing 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.*

Immerse your brand in the epitome of opulence with the Luxe Life special report series. Presented as integrated features, Luxe Life looks to showcase aspirational products and services such as exquisite watches, luxury automobiles, bespoke vacations, spa experiences, rare vintages, and delightful fragrances, to discerning ROB magazine readers.

By participating in this report, your brand will be highlighted within the report content. This alignment elevates your marketing message, driving connection to readers who demand the best. Don't miss the opportunity to position your brand at the forefront of luxury living.

**For more information, please contact your Globe Media Group team.**  
[advertising@globeandmail.com](mailto:advertising@globeandmail.com)



## REPORT ON BUSINESS MAGAZINE READERSHIP (National)

**Print/digital:** 2,921,000  
**Print (average issue):** 918,000  
**Digital (monthly):** 1,645,000

Source: Vividata SCC Spring 2024, Total 14+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
September 16	October 7	October 31	Digital – Friday, November 29, 2024 Print – Saturday, November 30, 2024
March 24	April 10	May 8	Digital – Friday, May 30, 2025 Print – Saturday, May 31, 2025

**INTEGRATED SPECIAL REPORT**

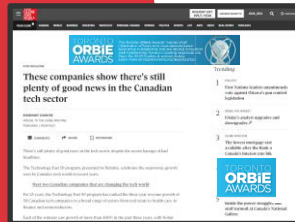
**ESSENTIAL PACKAGE**

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"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Half and full-page ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<p><b>\$23,600</b> (National full page***)</p> <p><b>\$18,600</b> (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



Standard Digital Traffic Driver



**Digital Integrated Special Report**  
Ads rotate with SOV among advertisers.

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



**Digital Sponsor Content**  
Custom developed with the client

Standard Digital Traffic  
Social  
Globe Native

Package	Details	Investment
<b>Digital Only Package</b>	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees.</li> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.</li> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul>	<b>\$20,000</b>
<b>Print + Digital Package</b>	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED SPECIAL REPORT:</b> As noted above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to editorial report.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.</li> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul>	<p><b>\$33,000</b> (National full page)</p> <p><b>\$28,000</b> (National half page)</p>

\*No sightline or approval on integrated special report content.

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