



2025 METRO EDITORIAL SPECIAL REPORT – DIGITAL AND NEWSPAPER

THE 2025 CANADIAN INTERNATIONAL AUTO SHOW REPORT

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.

Themes for the 2025 Canadian International Auto Show Report

The Globe and Mail’s 2025 Canadian International Auto Show special report will feature previews of some of the most buzz-worthy vehicles we can expect to see at the show, stories about the latest trends in hybrid and electric vehicles, tips on how people in the market for a new car can make the most of a visit to the Auto Show, and more.

This consumer-focused report will be designed with the automotive purchaser in mind. Advertisers won’t want to miss a chance to get their message out to this audience.

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



27%
more likely to plan on purchasing a vehicle in next 12 months

11%
more likely to have 2+ vehicles in their household

Print Weekly Readers – **1,255,000**

Digital Weekly Readers - **2,661,000**

Source: Vividata SCC Spring, 2023, Ontario (Metro) – excludes Ottawa/Gatineau, Adults 18+

Sponsor Content Booking Deadline	Ad Booking Deadline	Material Deadline	Publishing Date
December 13, 2024	January 10, 2025	January 24, 2025	Friday, February 14, 2025



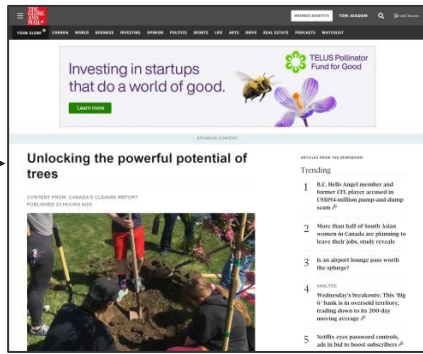
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

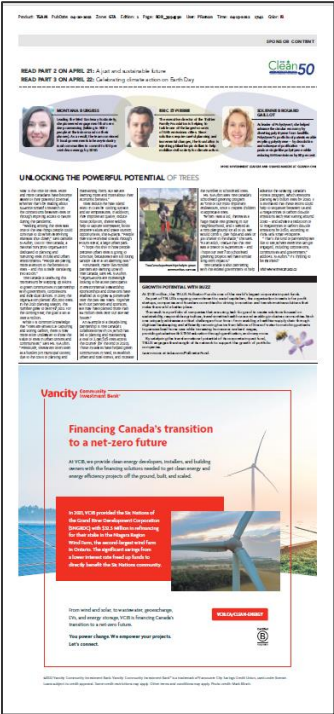
Your brand mentioned within the integrated report among participating advertisers



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	➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.	Standard print rates apply
Digital + Print	➤ Digital and print as described above.	\$17,000 (Metro full page***) \$12,500 (Metro half page***)

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



INTEGRATED SPECIAL REPORT

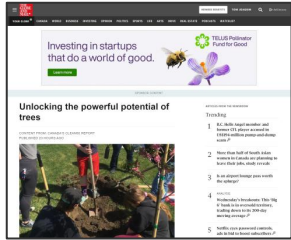
PREMIUM PACKAGE

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



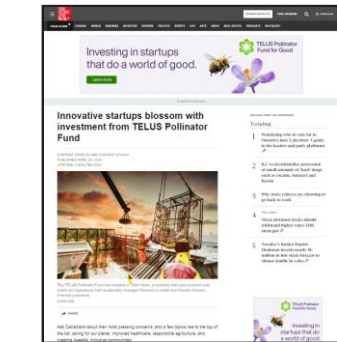
Print Sponsor Content Full sightlines in article with brand adjacent to report content



Social Standard Digital Traffic



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.