



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# CRUISES

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.

## Themes for Cruises

The Globe and Mail’s special report on Cruises will shine a spotlight on unique offerings and interesting trends in the world of cruising – from innovative excursions and engaging on-board activities to food and beverage experiences, new ships and amenities, on-board tech trends and more.

Offered monthly in 2025 – each edition of Cruises will not only tell great stories but will also be visually attractive, featuring stunning images to draw the readers in. The Globe and Mail’s discerning readers love to travel, so advertisers won’t want to miss out on the opportunity to get their messages out to Canadians planning their next cruise adventures.

For more information contact The Globe Media Group team  
[advertising@globeandmail.com](mailto:advertising@globeandmail.com)



24% more likely to have taken a cruise vacation in the past 3 years

26% more likely to be heavy cruise travelers (2+ weeks)

**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+

Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
June 18, 2025	July 9, 2025	July 16, 2025
July 23, 2025	August 13, 2025	August 20, 2025
August 20, 2025	September 10, 2025	September 17, 2025
September 17, 2025	October 8, 2025	October 15, 2025
October 15, 2025	November 5, 2025	November 12, 2025
November 19, 2025	December 10, 2025	December 17, 2025



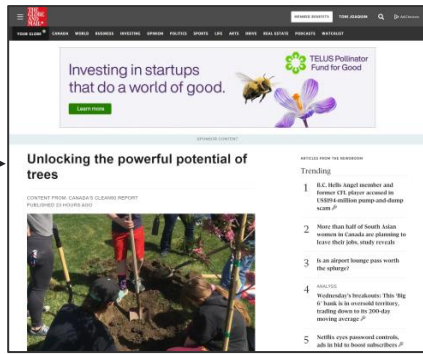
# INTEGRATED SPECIAL REPORT

# 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"> <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**. Various 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>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

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



# INTEGRATED SPECIAL REPORT

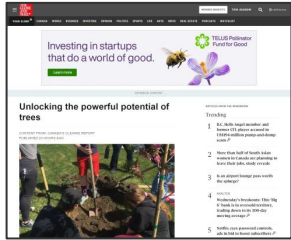
# PREMIUM PACKAGE

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



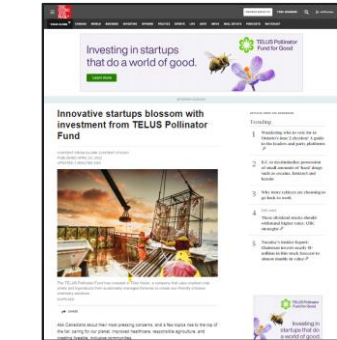
**Print Sponsor Content**  
Full sightlines in article with brand adjacent to report content



## Social



Globe Native



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

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

\*No sightline or approval on integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.