



2025 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

EXPLORE ONTARIO-SPRING BREAK

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 our editorial staff and Globe Content Studio with 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 Explore Ontario – Spring Break

Spring Break is always a catalyst for Ontario families to look for fun and interesting ways to spend a week of off-school time. While some are undoubtedly dreaming of adventures to warmer destinations, many will be looking to explore their own backyard. Why travel far when you have so many fantastic places to enjoy right here?

Ontario is filled with fun activities that take advantage of the beauty of our regions in winter-to-spring weather. Whether it's a getaway to a ski resort, a visit to a maple syrup sugar bush, a day trip horseback riding or a cultural outing to a museum, spring break in Ontario has something for everyone.

The Spring Break edition of Explore Ontario will feature engaging, informative content filled with great ideas on how to enjoy the province, presented in a visually enticing way. Advertisers will not want to miss getting their destination and message in front of The Globe and Mail's travel-loving readers at this key tourism time.

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



Print Weekly Readers 1,170,000 - Digital Weekly 2,194,00
 Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+, Globe weekly print/digital readers

Standard Booking Deadline	Material Deadline	Publishing Date
February 5, 2025	February 21, 2025	Friday, March 14, 2025

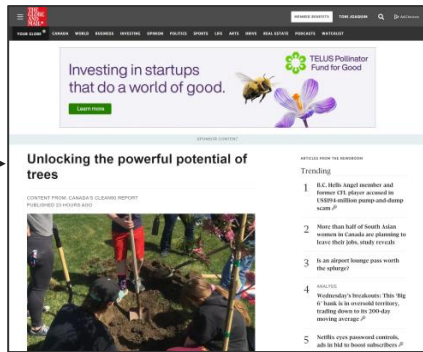


INTEGRATED SPECIAL REPORT

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