



2025 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

# EXPLORE ONTARIO-SUMMER EDITION

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 – Summer Edition:

After a long Canadian winter, people are itching to fill their leisure time with day trips, road trips and weekend getaways. Ontario is full of fantastic spots to visit in the spring and summer.

The Globe and Mail’s Explore Ontario is the perfect place for travellers to look for exciting local destination ideas. As a visually enticing feature, it will help readers decide what their next getaway will be, and what to do when they get there. Explore Ontario is the ideal content environment for businesses and organizations looking to connect with vacationers and day trippers.

To learn more and to book your space, please speak with your Globe and Mail advertising sales representative today.

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



**20%**  
 more likely to have taken 3+ trips within Canada – past 12 mos.

**22%**  
 more likely to dine at fine restaurants as much as possible

**10%**  
 more likely to take day trips to nearby towns/cities as often as possible

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
April 9, 2025	April 25, 2025	Friday, May 16, 2025

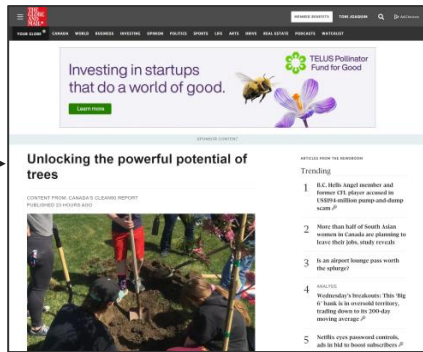


# INTEGRATED SPECIAL REPORT

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"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article.</li> <li>➤ 150,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 150,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$6,000
Print** + Digital*	<ul style="list-style-type: none"> <li>Full page + 300,000 digital impressions***</li> <li>½ page + 300,000 digital impressions***</li> <li>¼ page + 150,000 digital impressions***</li> <li>Banner</li> <li>1/8 page</li> </ul>	<ul style="list-style-type: none"> <li>\$14,200</li> <li>\$9,950</li> <li>\$7,500</li> <li>\$5,500</li> <li>\$4,500</li> </ul>

\*No minimum page view estimates.

\*\*No sightlines or approval on integrated content.

\*\*\* Impressions offered 50% driving to integrated special report, 50% to advertiser site