



2025 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

ONTARIO ARTS AND CULTURE

Integrated Special Reports are turnkey content solutions where 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 keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

The arts are extremely important to Globe and Mail readers. They are eager to attend as many theatre productions, music festivals, museums and art galleries as they can. To keep them informed on the latest happenings, Ontario Arts & Culture provides a window into what’s coming up in Ontario's renowned cultural scene.

From the hottest plays and concerts to the coolest exhibits and shows, Ontario Arts and Culture is great way for advertisers to reach the Globe’s sophisticated audiences. Offered twice a year, Ontario Arts and Culture will highlight the latest productions, shows, exhibits or performances. To learn more, reach out to your Globe and Mail advertising representative.

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



more likely to have attended cultural events (past 12 months)

more likely to have attended the ballet (past 12 months)

more likely to have attended classical concerts (past 12 months)

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 on Fridays
March 5, 2025	March 21, 2025	April 11, 2025
September 3, 2025	September 19, 2025	October 10, 2025

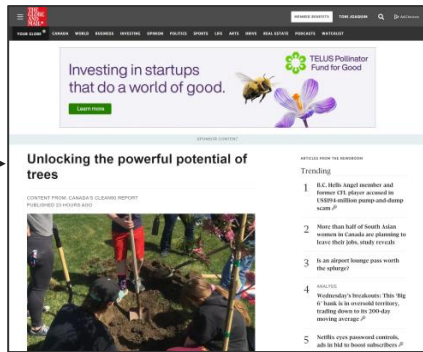


INTEGRATED SPECIAL REPORT

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