



# EXPLORE ONTARIO - FALL COLOURS EDITION

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 provides data on what is resonates and keeps readers engaged. It provides confidence that these are ideal environments to position your brand message.

Autumn in Ontario is nothing short of magical. As the landscape transforms into a vibrant tapestry of reds, oranges and yellows, and the crisp fall air brings a refreshing energy, it's the perfect season to slow down and take in the surrounding beauty. Whether it's a cozy weekend getaway, a scenic road trip, or an afternoon exploring hidden gems, there's no shortage of ways to embrace the season.

Need inspiration for the next fall adventure? The Globe and Mail's Explore Ontario has readers covered. With stunning visuals, thoughtful recommendations and insider tips, it's the go-to guide for planning memorable escapes and discovering must-visit destinations.

For advertising opportunities in Explore Ontario, connect with your Globe and Mail representative today and be part of the journey.

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



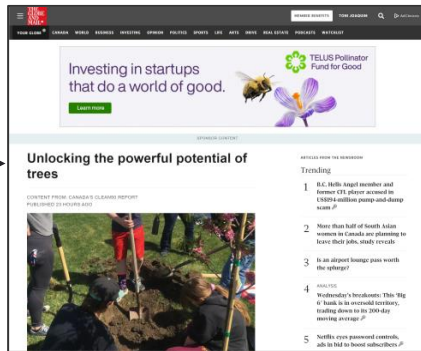
Print Weekly Readers 1,170,000 - Digital Weekly 2,194,00  
Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+, Globe weekly print/digital readers

Booking Deadline	Material Deadline	Publishing Date
August 6, 2025	August 20, 2025	Friday, September 12, 2025

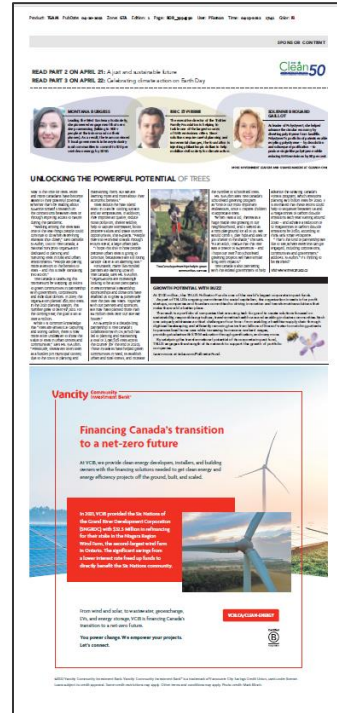


# INTEGRATED SPECIAL REPORT

Your brand mentioned within the integrated report among participating advertisers



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