

globe* content studio 2025 METRO INTEGRATED SPECIAL REPORT- DIGITAL AND NEWSPAPER

EXPLORE ONTARIO -FALL COLOURS EDITION

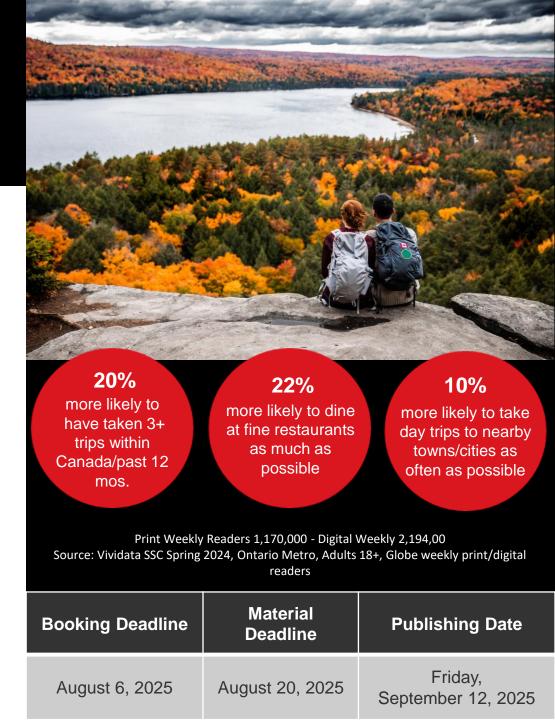
Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, content management technology provides data on what is resonates and keeps readers engaged. It provides confidence that these are ideal environments 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





INTEGRATED SPECIAL REPORT

Your brand mentioned within the integrated report among participating advertisers



Investing in startups
 that do a world of good
 Investing
 Investing

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.

					IPO NE ORI CONTRM
<image/> <text><text><text><text></text></text></text></text>	READ PART 2 ON AJ	981. 21: A just and susta 981. 22: Galakrating clim	nable future wire action on Barth Day		Clēån50
<text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text>		A SUBJECT			en d'Allecteuri, de leijer a de deuis en community a pals quere transmentig a pals quere transmentig marie pals de la factoria en capacitante de la communita- tion pals de pals de la communita- tion de la communita- tion de la communitation de la communita- tion de la communitation de la communitation de la co
Context-zerofuture The standard and standar		 Mentangkan and and an ad adapt and adapt an	The second secon	and participant and partite and participant and participant and participant an	a stopper, which remotes an experience in an experimental processing of the stopper stopper interaction from stopper stopper interaction from stopper partners is unbetter double partners is unbetter double storp in 166, another stopper partners in an experimental stopper sto
	t	o a net-zero	future y developers, installers, and building and model to get clean energy and	4	
DVs, and energy storage, VCB is fearing Canada's		Grand River Development C	Corporation (1	
You prose charge We anyonese your projects.	59 194 70	and every stongs, VCB is nation to a set over future.	fearcing Canada's		

Print Integrated Special Report with brand ad adjacency and brand mention within report.

Package	Details	Investment (Metro)
Digital*	 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*	Full page + 300,000 digital impressions*** ½ page + 300,000 digital impressions*** ¼ page + 150,000 digital impressions*** Banner 1/8 page	\$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