



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# EUROPE 2025

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 provide 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.

As Canadians look ahead to their next great adventure, Europe beckons with its rich history, vibrant cultures, and unforgettable experiences. There’s nothing like an international trip to inspire and rejuvenate.

The Globe and Mail’s Europe 2025 integrated special report will capture the thrill, wonder, and fulfillment of a European getaway – whether it’s exploring the canals of Amsterdam, savoring the culinary delights of Barcelona, strolling through the historic streets of Prague, or relaxing by the turquoise waters of the Greek islands.

Europe 2025 offers advertisers a unique opportunity to spotlight their destination in engaging and informative travel content. With a readership passionate about exploring the world, The Globe and Mail provides the perfect platform to connect with vacation-ready audiences eager to plan their next European journey.

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



Print/Digital Weekly Readers – 5,286,000  
Print Weekly Readers – 2,417,000 | Digital Weekly Readers – 3,636,000

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
February 19	March 4	April 2	April 9, 2025
October 1	October 15	November 5	November 19, 2025



## INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

### MEDIA PACKAGES

#### DIGITAL

- Equal brand ad SOV running among participating advertisers, adjacent to integrated report content. Includes brand mention within article
- **400,000 TOTAL IMPRESSIONS** running Globe and Mail ROS
  - 200,000** driver impressions
    - 300x600 includes logo, drive to integrated report with adjacent SOV ads.
  - 200,000** brand impressions
    - 300x250 brand ads, drives traffic to your site.

**Investment: \$8,000**

#### PRINT + DIGITAL

Full page + 300,000 digital impressions:	<b>\$26,000</b>
2/3 page + 300,000 digital impressions:	<b>\$19,500</b>
1/2 page + 300,000 digital impressions:	<b>\$16,900</b>
1/3 page + 300,000 digital impressions:	<b>\$11,500</b>
1/4 page + 300,000 digital impressions:	<b>\$8,500</b>
Banner:	<b>\$5,500</b>
1/8 page:	<b>\$4,500</b>

Advertising commitment  
includes quote/mention in  
one article



**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.

- No page view estimates
- No sightlines in Integrated Special Report content



## INTEGRATED SPECIAL REPORT

# PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

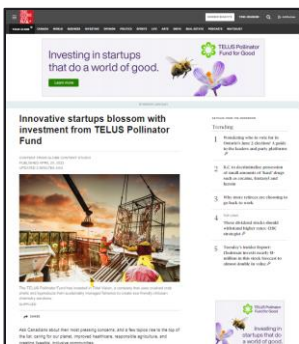
### Digital Sponsor Content Discovery



Standard Digital  
Traffic Driver



**Digital Integrated  
Special Report**  
Ads rotate with SOV  
among advertisers.  
Includes brand mention  
in the article.



**Digital Sponsor Content**  
Custom developed with the  
client

### Print Integrated Special Report brand ad adjacency, mention in article



### Print Sponsor Content Full sightlines in article with brand adjacent to report content



### Package

### Details

### Investment

#### Digital Only Package

- **DIGITAL INTEGRATED REPORT:** Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention\*. No page view guarantees.
  - 150,000 impressions – Globe and Mail ROS.
  - 300x600 includes logo, drives to report with adjacent SOV ads.
- **DIGITAL SPONSOR CONTENT:** Minimum 2,000 – 2,900 page views for one article, custom developed with client\*\*.
  - 100% SOV brand ads adjacent to sponsor content.
  - Branded content discovery includes standard traffic drivers, native and social.

**\$20,000**

#### Print + Digital Package

- **DIGITAL INTEGRATED REPORT:** As described above.
- **PRINT INTEGRATED REPORT AND SPONSOR CONTENT:** Full page or half page sponsor content adjacent to integrated report that includes brand mention.
- **DIGITAL SPONSOR CONTENT:** Minimum 1,700 – 2,500 page views for one piece of sponsor content.
  - 100% SOV brand ads adjacent to content.
  - Branded content discovery includes standard traffic drivers, native and social.

**\$33,000**  
(National  
full page)

**\$28,000**  
(National  
half page)

\*No sightline or approval on integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.