



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

EXPLORE CANADA – A journey through our own backyard

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.

Explore Canada is a special report dedicated to celebrating the beauty and diversity of travel across our great nation. With the changing economic landscape, including the fluctuating Canadian dollar, more Canadians are discovering the joys of exploring their own backyard. This report highlights local destinations, unique experiences, and the growing trend of domestic tourism. It provides advertisers with the opportunity to connect with a passionate, engaged audience eager to support local businesses and discover the treasures within Canada’s borders. Join us in inspiring Canadians to travel within their own country, creating lasting memories, and boosting local economies with a renewed sense of pride in our own communities.

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



12%
more likely to travel domestically next 12 mos

25%
more likely to spend \$3K+ on their next domestic vacation

27%
more likely to have taken 3+ domestic vacations past 12 mos

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
March 20	April 2	April 30	May 7
May 21	June 4	July 2	July 9



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

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.

Print Integrated Special Report
brand ad adjacency, mention in article

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



Standard Digital Traffic

Social



Globe Native



Digital Sponsor Content
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. <ul style="list-style-type: none"> • 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**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ 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. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated report content.

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