

GATHER AND CELEBRATE: The Summer Entertaining Guide

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 provides 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.

Gather, celebrate, and make the most of Canada’s favourite season with *Gather & Celebrate: The Summer Entertaining Guide*. Whether hosting a casual backyard BBQ, an elegant patio soirée, or a cozy cottage weekend, this special report will offer expert tips and creative ideas to elevate every gathering. From stylish outdoor décor and effortless entertaining hacks to mouthwatering recipes and the latest in food and drink trends, readers will find everything they need to make summer celebrations unforgettable. Align your brand with this engaging content and connect with an audience eager to entertain in style—because the best summer memories start with great company, delicious food, and the perfect setting.

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



37%

More likely to buy new products before most of their friends

29%

More likely to enjoy discovering new types and brands of alcoholic beverages

17%

More likely to agree “I enjoy entertaining at home”

Print Weekly Readers -1,162,000 Digital Weekly - 1,877,000

Print and Digital - 2,613,000

Source: Vividata SCC Fall 2024, Metro, Adults 18+, Globe weekly print/digital readers

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Date
May 6	May 20	June 17	Tuesday, June 24
June 3	June 17	July 15	Tuesday, July 22



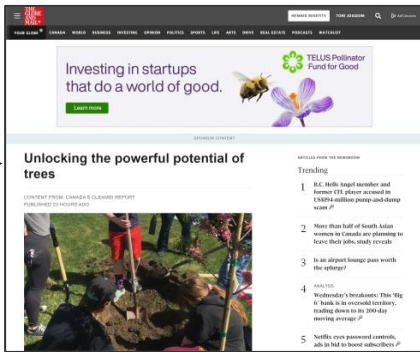
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

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
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. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$17,000 (Metro full page***)</p> <p>\$12,500 (Metro half page***)</p>

*No minimum page view guarantees.
**No sightlines or approval on integrated content.
***Other print sizes available.



INTEGRATED SPECIAL REPORT

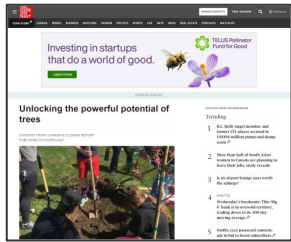
PREMIUM PACKAGE

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. 	\$28,000 (Metro full page) \$23,500 (Metro half page)

*No sightline or approval on integrated report content.

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