



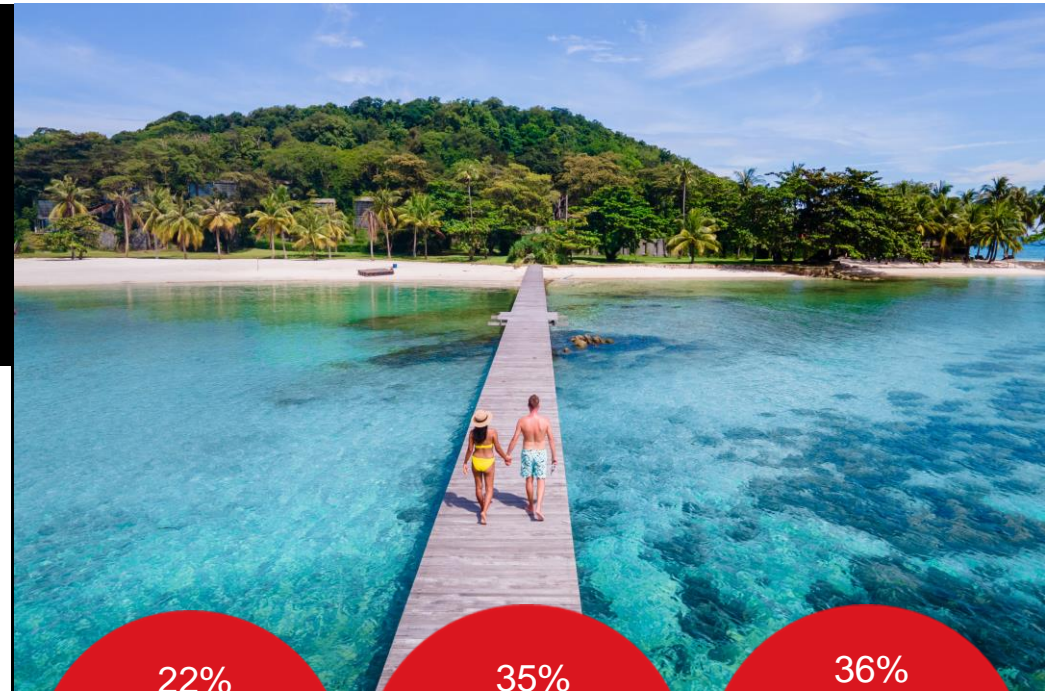
2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Global Getaways

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.

For Canadians with an insatiable curiosity and a passion for discovery, *Global Getaways* is the guide to unforgettable international travel experiences. This special report unlocks captivating destinations, from cultural capitals and hidden gems to indulgent retreats and eco-conscious escapes. With expert insights, travel inspiration, and practical advice, we'll help plan the next great adventure—whether its seeking culinary delights, luxury stays, or meaningful connections with local communities. Designed for those who appreciate the finer things in life and value authentic, enriching travel, this report invites readers to expand their horizons—far beyond the familiar.

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



22% more likely to have spent \$5K+ on their last international trip

35% more likely to want every aspect of their vacation to be luxurious

36% more likely to have taken 3+ international trips/past 12 months

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	Publication Date
March 12	March 26	April 23	Wednesday, April 30,



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

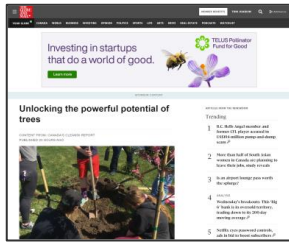
PREMIUM PACKAGE

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

Digital Sponsor Content Discovery



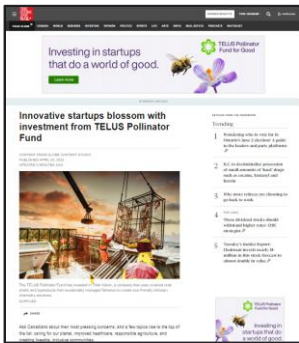
Standard Digital Traffic Driver



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



Digital Sponsor Content
Custom developed with the client

Standard Digital Traffic



Globe Native



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.