

Ready for What's Next: Back-to-School Guide for Every Stage

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.

Back to school marks a fresh start—whether it's early learning, entering high school, or heading off to university. "Ready for What's Next" helps families plan for the year ahead with ideas to support success at every stage. From preschool programs to high school must-haves and post-secondary essentials, this report empowers readers to make smart, choices. It's also a prime opportunity for advertisers to connect with engaged, educated families who value quality, purpose, and preparation.

Article under consideration:

- Top gear and tech picks—from lunchboxes and backpacks to laptops and study apps.
- Healthy habits that support clarity, wellness, and focus for all age groups.
- Design tips for homework zones, dorm rooms, and shared spaces that inspire productivity and balance.

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



28%

more likely to have
school age children
in the household
(6-17 years old)

30%

more likely to have
children attending
college or
university

17%

more likely to
purchase items during
'Back to School'
events

Print Weekly Readers – 2,512,000 Digital Weekly - **4,502,000**

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

| Sponsor Content Booking Deadline | Standard Booking Deadline | Material Deadline | Publishing Date (Thursdays) |
|---|---------------------------------|----------------------|-----------------------------------|
| June 18 | July 9 | July 30 | August 7 |
| June 25 | July 16 | August 6 | August 14 |
| July 2 | July 23 | August 13 | August 21 |



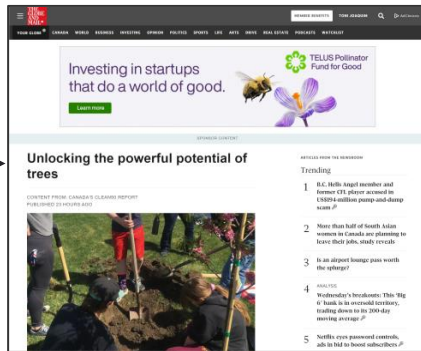
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned among participating advertisers, within the integrated report



**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 (National) | | | | | | | | |
|--|---|--|----------|---|----------|---|----------|---|-------|--|
| 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** + Digital* | <table><tr><td>Full page + 300,000 digital impressions***</td><td>\$19,200</td></tr><tr><td>2/3 page + 300,000 digital impressions***</td><td>\$17,000</td></tr><tr><td>1/2 page + 300,000 digital impressions***</td><td>\$14,000</td></tr><tr><td>1/4 page + 300,000 digital impressions***</td><td>9,000</td></tr></table> | Full page + 300,000 digital impressions*** | \$19,200 | 2/3 page + 300,000 digital impressions*** | \$17,000 | 1/2 page + 300,000 digital impressions*** | \$14,000 | 1/4 page + 300,000 digital impressions*** | 9,000 | |
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| 1/2 page + 300,000 digital impressions*** | \$14,000 | | | | | | | | | |
| 1/4 page + 300,000 digital impressions*** | 9,000 | | | | | | | | | |

*No minimum page view estimates.

**No sightlines or approval on integrated content.

*** Impressions offered 50% driving to integrated special report, 50% to advertiser site



INTEGRATED SPECIAL REPORT

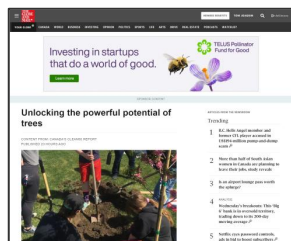
PREMIUM PACKAGE

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

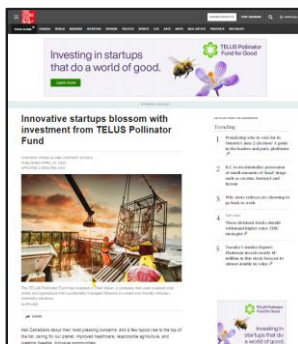
Digital Sponsor Content Discovery



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.