

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.

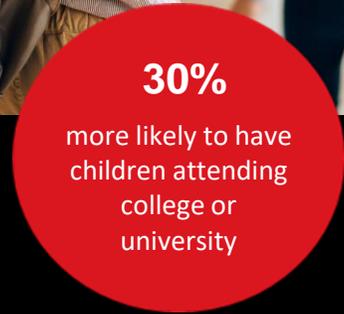
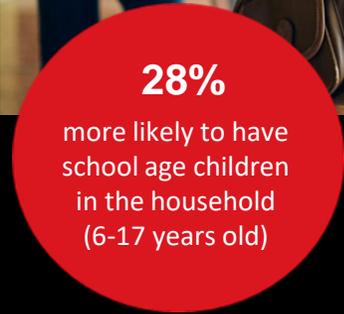
Topics are informed by content management technology that provides data signals on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

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



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



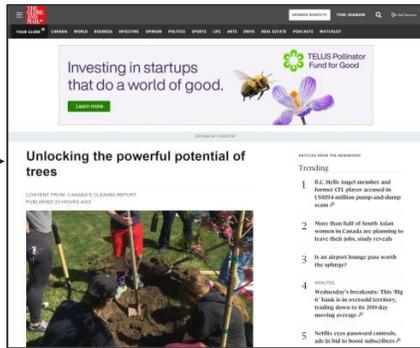
INTEGRATED SPECIAL REPORT

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*	<ul style="list-style-type: none"> Full page + 300,000 digital impressions*** 2/3 page + 300,000 digital impressions*** 1/2 page + 300,000 digital impressions*** 1/4 page + 300,000 digital impressions*** 	<ul style="list-style-type: none"> \$19,200 \$17,000 \$14,000 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.

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.