



GRATITUDE AND GATHERINGS: THE THANKSGIVING 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, technology provides data 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.

Celebrate the warmth and meaning of Thanksgiving with *Gratitude and Gatherings*, The Globe and Mail’s Thanksgiving Entertaining Guide. Designed to inspire and delight, this special report will help readers host memorable gatherings with delicious recipes, expert entertaining tips, seasonal décor ideas, and festive drinks. From showstopping dishes and cozy table settings to crafts and meaningful family activities, *Gratitude and Gatherings* brings together everything Canadians need for heartfelt holiday moments. Join us in making this Thanksgiving a joyful celebration of appreciation, connection, and tradition.

Stories under consideration

- **Modern Traditions:** Explore how Canadians are blending global flavours, plant-based options, and creative menus into their holiday feasts.
- **From Kitchen to Cozy:** A mix of practical and stylish advice for low-stress entertaining.
- **Crafting Gratitude:** Engaging ideas to help families slow down and connect, from DIY centrepieces, to intergenerational recipe swaps.

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



58% of readers
enjoy entertaining
at home
(index 120)

62% of readers
really enjoy
cooking
(index 113)

1 in 3 readers
spend \$200+ on
food shopping
weekly
(index 114)

Print Weekly Readers 1,096,000 - Digital Weekly 1,944,000

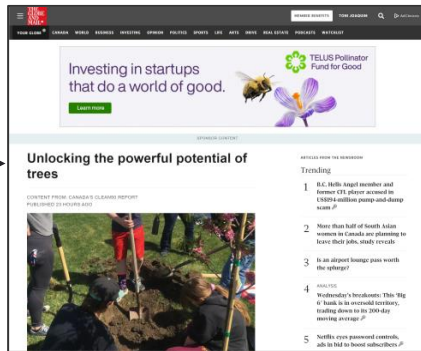
Source: Vividata SSC Spring 2025, Ontario Metro, Adults 18+,
Globe weekly print/digital readers

| Booking Deadline | Material Deadline | Publishing Date |
|------------------|-------------------|---------------------|
| August 28 | September 25 | Thursday, October 2 |



INTEGRATED SPECIAL REPORT

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 (Metro) | | | | | | | | | | |
|--|---|--|----------|---|---------|---|---------|--------|---------|----------|---------|--|
| 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.➤ 150,000 driver impressions – Globe and Mail ROS.<ul style="list-style-type: none">• 300x600 includes logo, drives to integrated report with adjacent SOV ads.➤ 150,000 brand impressions – Globe and Mail ROS<ul style="list-style-type: none">• 300x250 brand ads, drives traffic to your site. | \$6,000 | | | | | | | | | | |
| Print** + Digital* | <table><tr><td>Full page + 300,000 digital impressions***</td><td>\$14,200</td></tr><tr><td>1/2 page + 300,000 digital impressions***</td><td>\$9,950</td></tr><tr><td>1/4 page + 150,000 digital impressions***</td><td>\$7,500</td></tr><tr><td>Banner</td><td>\$5,500</td></tr><tr><td>1/8 page</td><td>\$4,500</td></tr></table> | Full page + 300,000 digital impressions*** | \$14,200 | 1/2 page + 300,000 digital impressions*** | \$9,950 | 1/4 page + 150,000 digital impressions*** | \$7,500 | Banner | \$5,500 | 1/8 page | \$4,500 | |
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*No minimum page view estimates.

**No sightlines or approval on integrated content.

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