



2025 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

BLACK FRIDAY/CYBER MONDAY

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 is used to provide 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.

Dive into the holiday shopping frenzy with The Globe and Mail’s Black Friday/Cyber Monday Special Report, your ticket to connecting with deal-hungry consumers. This insightful report will focus on the latest trends across multiple retail categories, giving your brand, digital store or physical location the opportunity to resonate.

Black Friday and Cyber Monday are two of the most anticipated shopping events of the year, and this report will help tap into the excitement. Showcase your deals and reach customers who are ready to take advantage of great offers, driving engagement and sales during these peak times.

Don’t miss the opportunity to make a lasting impact on this outstanding target audience.

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



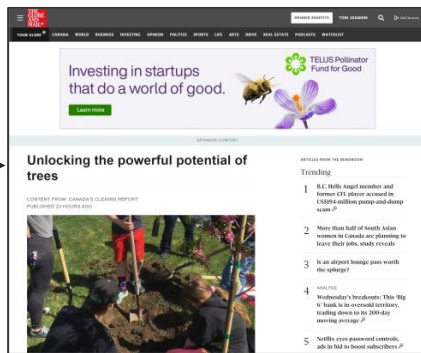
Print Weekly Readers: 1,096,000 Digital Weekly Readers: 1,944,000
TOTAL READERS – 2,593,000

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

Booking Deadline	Material Deadline	Publishing Date
October 16, 2025	November 13, 2025	Thursday, November 20, 2025

INTEGRATED SPECIAL REPORT

Your brand mentioned within the integrated report among participating advertisers



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