

BOXING DAY

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 post-holiday shopping surge with The Globe and Mail’s Boxing Day Special Report, your key to engaging with eager bargain-hunters. This integrated special report will spotlight the latest consumer trends across multiple retail sectors, offering your brand, e-commerce site, or brick-and-mortar store the chance to stand out.

Boxing Day is one of the biggest shopping events of the year, and this report will capture the excitement as customers look to maximize savings. Showcase your best offers and position your brand in front of an audience ready to take advantage of unbeatable deals, driving post-holiday engagement and sales. Don’t miss the opportunity to make a powerful connection with this motivated target market.

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



35% of
readers shop
during
Boxing
Week

44% of
readers
really enjoy
shopping

1 in 3
readers tend
to make
impulse
purchases

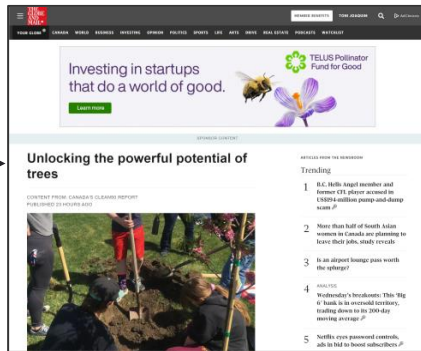
Print Weekly Readers: 1,096,000 Digital Weekly Readers: 1,944,000
TOTAL READERS – 2,593,000

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

Booking Deadline	Material Deadline	Publishing Date
November 19, 2025	December 17, 2025	Friday, December 26, 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	
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											

*No minimum page view estimates.

**No sightlines or approval on integrated content.

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