



2025 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND  
NEWSPAPER

# CELEBRATE THE SEASON – Inspiration for Gatherings, Gifts and Memorable Moments

*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.*

Celebrate the magic of the holidays with The Globe and Mail's *Celebrate the Season* special report. This curated guide will enchant readers with its blend of festive cheer and refined elegance, offering the latest trends, tips, and inspiration for unforgettable holiday celebrations. From hosting dazzling parties to finding perfect gifts, *Celebrate the Season* will be a definitive resource for a stylish and joyous holiday season.

By advertising in this special report, you'll connect with an engaged audience eager to embrace the joy and elegance of the holidays. Don't miss this chance to highlight your brand during the most wonderful time of the year!

**For additional information contact** The Globe Media Group team  
**[advertising@globeandmail.com](mailto:advertising@globeandmail.com)**



49% of readers  
enjoy  
entertaining at  
home

57% of readers  
really enjoy  
cooking

1 in 3 readers  
spend \$150+ on  
food shopping  
weekly

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 21, 2025	November 18, 2025	November 25, 2025



# INTEGRATED SPECIAL REPORT

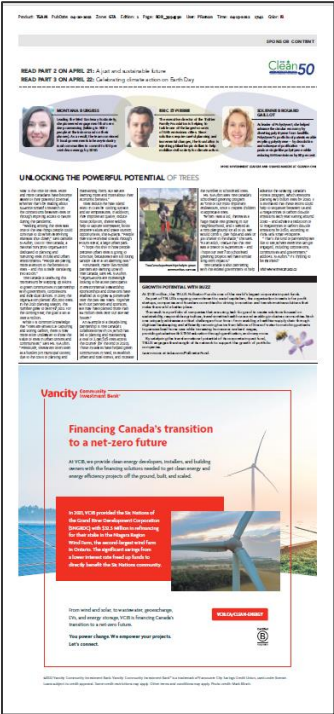
Your brand mentioned within the integrated report among participating advertisers



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"><li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article.</li><li>➤ 150,000 driver impressions – Globe and Mail ROS.<ul style="list-style-type: none"><li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li></ul></li><li>➤ 150,000 brand impressions – Globe and Mail ROS<ul style="list-style-type: none"><li>• 300x250 brand ads, drives traffic to your site.</li></ul></li></ul>	\$6,000

Print** + Digital*	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