

# EXPLORE ONTARIO - FALL COLOURS EDITION

Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, content management technology provides data on what is resonates and keeps readers engaged. It provides confidence that these are ideal environments to position your brand message.

Autumn in Ontario is pure magic. As the province’s landscapes burst into fiery shades of red, orange and gold, and the air turns crisp and invigorating, it’s the perfect time to slow down, explore, and reconnect with the beauty around us. From scenic road trips and cozy weekend escapes to spontaneous day trips, fall is a season made for discovery.

Looking for inspiration for your next autumn adventure? *The Globe and Mail’s Explore Ontario* is your essential guide. Featuring captivating visuals, curated recommendations, and insider insights, this report helps readers plan unforgettable getaways and experience the best of Ontario.

For advertising opportunities, connect with your Globe and Mail representative and be part of inspiring readers to explore their own backyard.

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



27%

more likely to  
have taken 3+  
trips within  
Canada/past 12  
mos.

21%

more likely to take  
day trips to nearby  
towns/cities as  
often as possible

32%

more likely to dine  
at fine restaurants  
as much as  
possible

Print Weekly Readers 1,231,000 - Digital Weekly 2,048,00  
Source: Vividata SSC Fall, 2025, Ontario Metro, Adults 18+, Globe weekly print/digital  
readers

| Booking Deadline | Material<br>Deadline | Publishing Date               |
|------------------|----------------------|-------------------------------|
| August 5         | August 19            | Friday,<br>September 11, 2026 |



# INTEGRATED SPECIAL REPORT

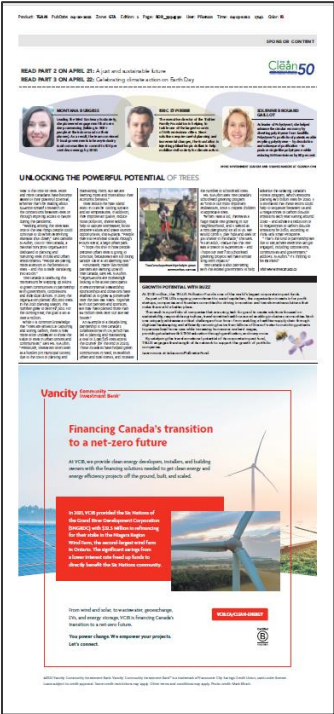
Your brand mentioned within the integrated report among participating advertisers



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