



2026 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND  
NEWSPAPER

# EXPLORE ONTARIO-SUMMER EDITION

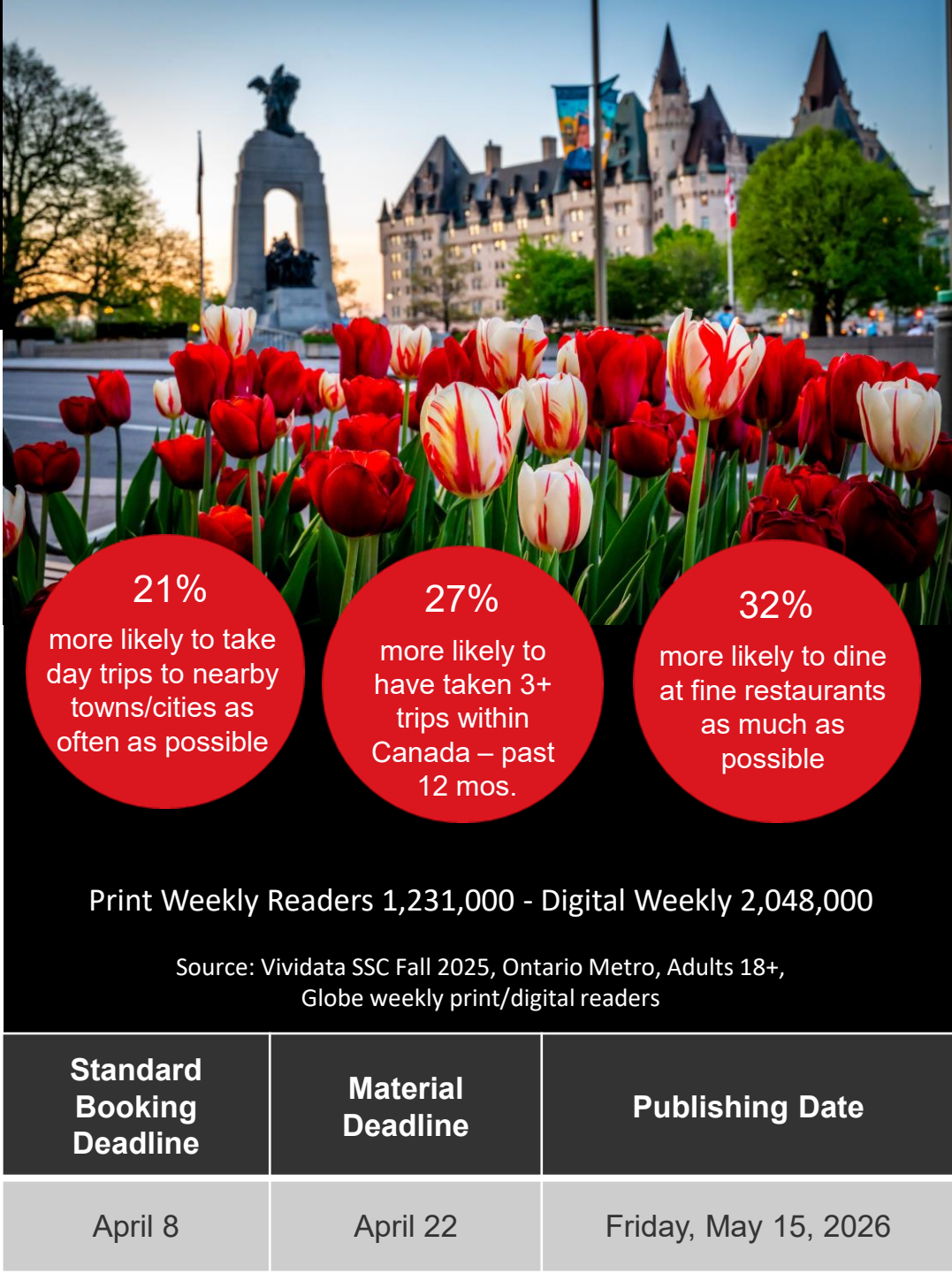
Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are informed by technology that provides data signals on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

After a long winter, Ontarians are ready to make the most of summer - and they're looking close to home for inspiration. From charming small towns and scenic drives to lakeside escapes and cultural festivals, there's so much to discover right here in our own backyard.

**Explore Ontario** is The Globe and Mail's go-to summer guide for readers planning day trips, road trips, and weekend getaways. This visually engaging feature highlights the best destinations, attractions, and hidden gems across the province, inspiring travel and local discovery.

For tourism operators, attractions, and hospitality brands, *Explore Ontario* offers a premium opportunity to reach an affluent, travel-minded audience eager to plan their next adventure. **Be part of the journey.** Contact your Globe and Mail representative to reserve your advertising space today.

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



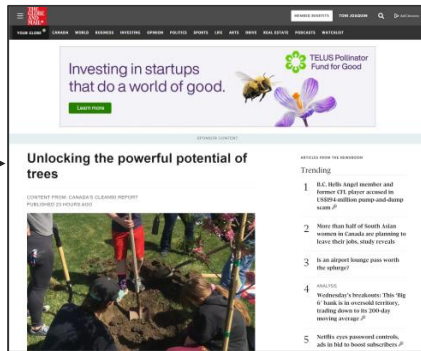
Print Weekly Readers 1,231,000 - Digital Weekly 2,048,000

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

| Standard Booking Deadline | Material Deadline | Publishing Date      |
|---------------------------|-------------------|----------------------|
| April 8                   | April 22          | Friday, May 15, 2026 |

# 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"><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*                         | <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