



2026 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

ONTARIO ARTS AND CULTURE

Integrated Special Reports are turnkey content solutions where 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.

The arts are central to the lives of *Globe and Mail* readers, who eagerly attend theatre, music festivals, museums, and galleries across Ontario. To keep them informed, *The Globe and Mail* presents **Ontario Arts & Culture**, a special report highlighting the province’s most exciting cultural experiences. From acclaimed stage productions and concerts to innovative exhibits and local showcases, each edition offers a curated look at what’s new and noteworthy.

For advertisers, this report provides a unique opportunity to reach a sophisticated, engaged audience that values creativity and cultural experiences. Published **twice in 2026 - Spring and Fall**, each installment spotlights the season’s standout performances, shows, and events. To explore advertising opportunities, contact your *Globe and Mail* representative today.

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



46%

more likely to have
attended cultural
events (past 12
months)

76%

more likely to have
attended the ballet
(past 12 months)

59%

more likely to have
attended classical
music concerts
(past 12 months)

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 on Fridays
March 4	March 25	April 10, 2026
September 2	September 23	October 9, 2026



INTEGRATED SPECIAL REPORT

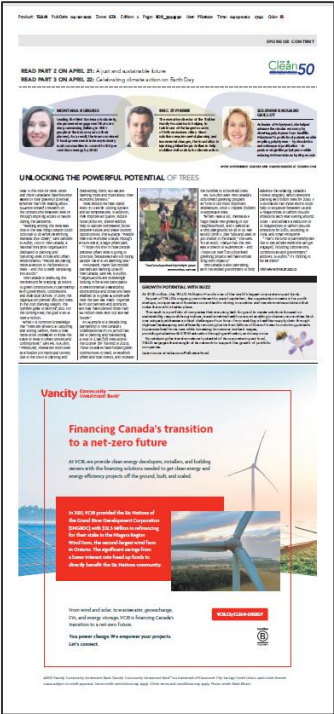
Your brand mentioned within the integrated report among participating advertisers



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*	➤ 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. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 150,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site.	\$6,000

Print** + Digital*	Full page + 300,000 digital impressions***	\$14,200
	½ page + 300,000 digital impressions***	\$9,950
	¼ 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