



2026 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND
NEWSPAPER

TASTE ONTARIO - SUMMER EDITION

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

Culinary tourism is about more than what’s on the plate – it’s about the stories, people, and places that bring Ontario’s food culture to life. This June 2026, *The Globe and Mail* presents **Taste Ontario**, a celebration of how our province’s vibrant cities and scenic rural regions come together through shared culinary experiences.

From acclaimed farm-to-table destinations and bustling local markets to award-winning wineries and hidden dining gems, *Taste Ontario* highlights the flavours, craftsmanship, and traditions that define our communities.

Reaching an audience of passionate food lovers, travellers, and culture seekers, this special report offers a powerful platform for brands to align with Ontario’s culinary excellence. Showcase your destination, product, or service to readers eager to explore, savour, and connect - and be part of Ontario’s culinary story.

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



27%
more likely to
have taken 3+
trips within
Canada – past 12
mos.

32%
more likely to dine
at fine restaurants
as much as
possible

21%
more likely to take
day trips to nearby
towns/cities as
often 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

Standard Booking Deadline	Material Deadline	Publishing Date
May 6	May 27	Friday, June 12, 2026



INTEGRATED SPECIAL REPORT

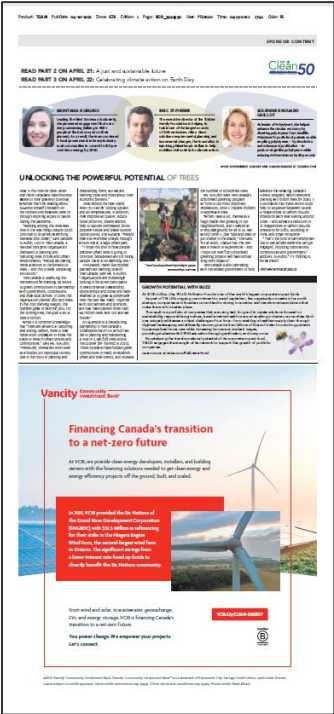
Your brand mentioned within the integrated report among participating advertisers



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
	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