



# ONTARIO SUMMER SOCIAL GUIDE

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 resonates and keeps readers engaged. It provides confidence that these are ideal environments to position your brand message.

Summer in Ontario is a season of connection. Whether it's gathering friends around a backyard table, hosting family at the cottage, or heading out to enjoy the province's vibrant restaurants, patios, festivals, and live events, Ontarians embrace every opportunity to celebrate the season.

The *Ontario Summer Social Guide* will capture that spirit. Designed as an inspiring, consumer-focused roadmap to making the most of summer, the guide will highlight the products, places, flavours, and experiences that elevate warm-weather living. It will be friendly, approachable, and filled with ideas that feel both aspirational and achievable. Advertisers looking to connect with Globe and Mail readers won't want to miss this promotional opportunity.

### Themes under consideration

**Entertaining at Home:** Outdoor dining, grilling, décor, backyard upgrades, and easy hosting tips

**Going Out & Exploring:** Ontario's best patios, restaurants, breweries, wineries, concerts, shows, festivals, and entertainment venues

**Food, Drink & Lifestyle Inspiration:** Seasonal recipes, cocktails, local ingredients, and lifestyle trends

**Cottage & Cabin Living:** Docksides meals, weekend hosting, outdoor gear, and cottage-friendly recipes



Print/Digital Weekly Readers: 2,692,000  
Print Weekly: 1,350,000 - Digital Weekly: 2,000,000

Source: Vividata SSC Spring 2026, Ontario Metro, Adults 18+, Globe weekly print/digital readers

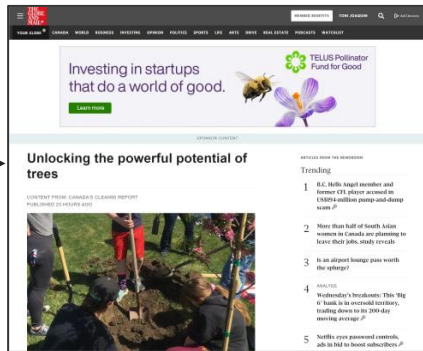
Booking Deadline	Material Deadline	Publishing Dates - Thursdays
May 26	June 19	June 25
June 18	July 16	July 23
July 16	August 13	August 20

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



# 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)
<b>Digital*</b>	<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.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 150,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	<b>\$6,000</b>
<b>Print** + Digital*</b>	<ul style="list-style-type: none"> <li>Full page + 300,000 digital impressions***</li> <li>½ page + 300,000 digital impressions***</li> <li>¼ page + 150,000 digital impressions***</li> <li>Banner</li> <li>1/8 page</li> </ul>	<ul style="list-style-type: none"> <li><b>\$14,200</b></li> <li><b>\$9,950</b></li> <li><b>\$7,500</b></li> <li><b>\$5,500</b></li> <li><b>\$4,500</b></li> </ul>

\*No minimum page view estimates.

\*\*No sightlines or approval on integrated content.

\*\*\* Impressions offered 50% driving to integrated special report, 50% to advertiser site