



2026 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND
NEWSPAPER

BLACK FRIDAY/CYBER MONDAY

Integrated Special Reports are turnkey content solutions in which 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.

Dive into the holiday shopping frenzy with *The Globe and Mail's* Black Friday/Cyber Monday Special Report, connecting brands with consumers during one of the busiest shopping periods of the year. This timely feature will explore key retail trends, consumer spending habits, top gift categories, and the offers driving purchasing decisions heading into the holiday season.

As readers actively seek out the best deals, advertisers can position their products, services, stores, and online destinations alongside trusted content. In addition to advertising opportunities, select participants may be featured through executive quotes, expert insights, or brand mentions where editorially appropriate, adding context and credibility to the conversation.

Don't miss the opportunity to build awareness, drive engagement, and capture consumer attention when purchase intent is at its peak.

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



Print Weekly Readers: 1,350,000 Digital Weekly Readers: 2,000,000
TOTAL READERS – 2,692,000

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

Booking Deadline	Material Deadline	Publishing Date
October 29	November 19	Thursday, November 26, 2026
November 2	November 23	Monday, November 30, 2026



INTEGRATED SPECIAL REPORT

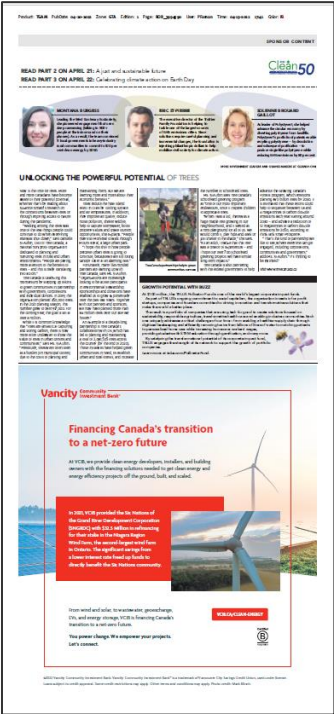
Your brand mentioned within the integrated report among participating advertisers



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