



2026 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND
NEWSPAPER

CELEBRATE THE SEASON – Inspiration for Gatherings, Gifts and Memorable Moments

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.

Celebrate the magic of the holidays with The Globe and Mail's *Celebrate the Season* special report, an inspiring guide to making the most of the festive season. From elegant entertaining ideas and seasonal décor trends to thoughtful gift giving, travel, food, fashion, and holiday experiences, this curated feature will deliver timely inspiration for readers looking to celebrate in style.

Designed to capture the warmth, joy, and sophistication of the season, the report connects audiences with products, services, and experiences that enhance their holiday traditions. Participating advertisers will also have the opportunity to be featured through expert commentary, quotes, or mentions within content space, adding valuable context and engagement.

Celebrate the Season offers a premium environment to showcase your brand during one of the year's most influential shopping and planning periods.

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



49% of readers
enjoy
entertaining at
home

57% of readers
really enjoy
cooking

1 in 3 readers
spend \$150+ on
food shopping
weekly

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
November 5	November 26	December 3, 2026

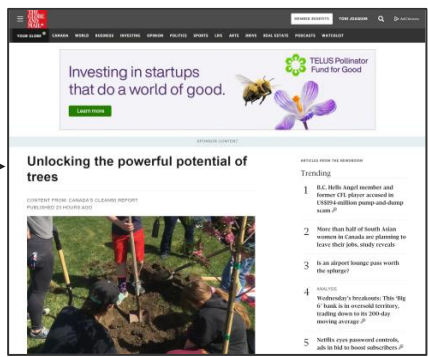


INTEGRATED SPECIAL REPORT

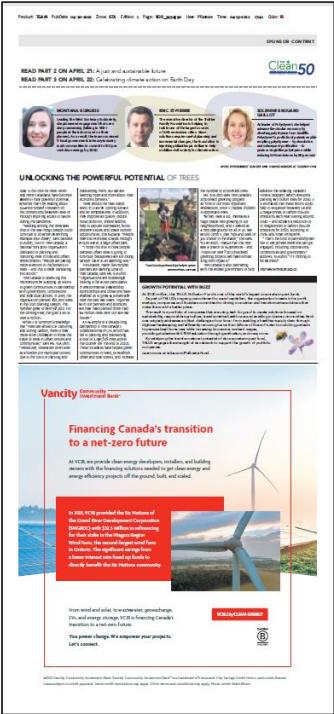
Your brand mentioned within the integrated report among participating advertisers



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