



EXPLORE ONTARIO - DECEMBER HOLIDAY EDITION

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

December in Ontario is a season of celebration. As communities across the province come alive with festive lights, Christmas markets, seasonal traditions, cultural gatherings, holiday shopping, and winter experiences, it's the perfect time to discover new destinations and create lasting memories with family and friends.

Looking for inspiration to make the most of the season? *The Globe and Mail's Explore Ontario: December Holiday Edition* is your essential guide to the events, attractions, destinations, and experiences that make December one of the most vibrant times of the year. Featuring captivating visuals, curated recommendations, and insider insights, this report helps readers discover festive celebrations, cultural traditions, and memorable seasonal escapes across the province.

For advertising opportunities that include your quote/highlight in content space, connect with your Globe and Mail representative and be part of inspiring readers to celebrate, explore, and experience the best of Ontario this holiday season.

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



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

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

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

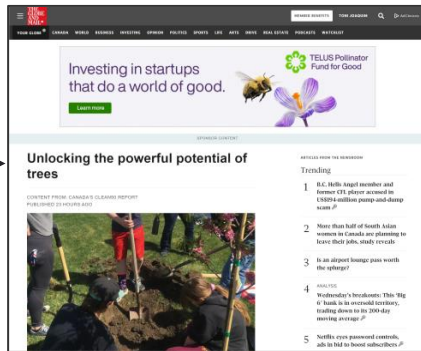
Print Weekly Readers: 1,350,000 Digital Weekly Readers: 2,000,000
TOTAL READERS – 2,692,000

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

Booking Deadline	Material Deadline	Publishing Date
October 21	November 11	Wednesday November 18, 2026 (other dates available upon request)

INTEGRATED SPECIAL REPORT

Your brand mentioned within the integrated report among participating advertisers



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*	<table><tr><td>Full page + 300,000 digital impressions***</td><td>\$14,200</td></tr><tr><td>1/2 page + 300,000 digital impressions***</td><td>\$9,950</td></tr><tr><td>1/4 page + 150,000 digital impressions***</td><td>\$7,500</td></tr><tr><td>Banner</td><td>\$5,500</td></tr><tr><td>1/8 page</td><td>\$4,500</td></tr></table>	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	
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