



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

CRUISES

Integrated Features are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.

Topics are informed by Sophi, The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Themes for Cruises

While the pandemic led to rough waters for the cruise industry, it’s starting to see much smoother sailing as we emerge from the worst of COVID-19 and travellers eagerly embark on travel adventures once again. The Globe and Mail’s special feature on Cruises will shine a spotlight on unique offerings and interesting trends in the world of cruising – from innovative excursions and engaging on-board activities to food and beverage experiences, on-board tech trends, enhanced safety measures and more.

Offered four times in 2023 – winter, spring, summer and fall – each edition of the Cruises special feature will not only tell great stories but will also be visually attractive, featuring stunning images to draw the readers in. The Globe and Mail’s discerning readers love to travel, so advertisers won’t want to miss out on the opportunity to get their messages out to Canadians planning their next cruise adventures.

For additional information contact Keith Ryder, Special Reports Associate kryder@globeandmail.com



16%
more likely to have taken a cruise vacation in the past 3 years

19%
more likely to be heavy cruise travellers (2+ weeks)

Print/Digital Weekly Readers – 5,898,000
Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
January 3, 2023	January 25, 2023	February 8, 2023
March 1, 2023	March 22, 2023	April 5, 2023
July 5, 2023	August 2, 2023	August 16, 2023
October 11, 2023	November 8, 2023	November 22, 2023

Print and digital packages – driving thought leadership and awareness

Package	Print	Digital	Investment	Value
Multi-platform 100% SOV feature – FP <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR FULL PAGE AD • Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven 	<ul style="list-style-type: none"> • 1,600 to 2,300 estimated page views with brand ad - exclusive share of voice • Approx. 900-word article from print • 300x250 & 728x90 brand ads appear adjacent to article • Page views via managed performance, social amplification 	\$25,000	\$75,447
Multi-platform 100% SOV feature – HP <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR HALF PAGE AD • Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven 	<ul style="list-style-type: none"> • 1,600 to 2,300 estimated page views with brand ad - exclusive share of voice • Approx. 500-word article from print • 300x250 & 728x90 brand ads appear adjacent to article • Page views via managed performance, social amplification 	\$20,000	\$47,447
Print Multi-advertiser – FP <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR FULL PAGE AD • Approx. 900-word article related to feature topic with your quote/mention interwoven 	NOT APPLICABLE	Print rates apply	
Print Multi-advertiser – HP <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR HALF PAGE AD • Approx. 450-word article related to feature topic with your quote/mention interwoven 	NOT APPLICABLE	Print rates apply	
Digital 100% SOV feature <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> • 1,900 to 2,800 estimated page views with brand ad - exclusive share of voice • Approx. 900-word article related to topic with your quote/mention exclusively interwoven. • 300x250 & 728x90 brand ads appear adjacent to article • Page views via native, branded drivers, managed performance, social amplification 	\$17,000	\$31,396
Digital 100% SOV sponsor content <i>Fully integrated with sightline / approval on content</i>	NOT APPLICABLE	<ul style="list-style-type: none"> • 1,800 to 2,700 estimated page views with brand ad - exclusive share of voice • Approx. 900-word sponsor content article custom developed to your specifications. • 300x250 & 728x90 brand ads appear adjacent to article • Page views via native, branded drivers, managed performance, social amplification 	\$17,000	\$28,661
Digital Multi-advertiser <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> • 500,000 impressions: <ul style="list-style-type: none"> ○ 250,000 300x600 to special feature content, 250,000 300x250 to your brand site • Your 300x250 & 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven 	\$8,000	\$11,000