



2023 METRO INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# EXPLORE ONTARIO – FALL COLOURS

**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 Explore Ontario – Fall Colours

There’s something really special about Ontario in the fall. As the leaves change to stunningly beautiful colours and the air is cool and crisp, people will be eager to fill their leisure time with fun weekend day trips and getaways to make the most of the season.

The Globe and Mail’s Explore Ontario is the perfect place for travelers to look for exciting local destination ideas for that perfect autumn outing. As a visually enticing feature, it will help readers decide what their next fall getaway will be, and what to do when they get there.

To learn more about advertising in this outstanding content environment, please speak with your Globe and Mail representative today..

**For additional information contact** Keith Ryder, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)



**24%**  
more likely to spend over \$3,000 on their next Canadian vacation

**27%**  
more likely to be heavy travellers in Canada  
(6+ trips in the past 12 months)

**10%**  
more likely to want every aspect of their vacation to be luxurious

Print Weekly Readers – **1,997,000** Digital Weekly - **2,693,000**

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

Standard Booking Deadline	Material Deadline	Publishing on Fridays
August 16, 2023	August 25, 2023	September 15, 2023

# Print and digital packages – driving awareness and thought leadership

Package	Metro Edition Print	Digital*	Investment	Value
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR FULL-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li><b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$13,500	\$40,215
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR HALF-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li><b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$10,200	\$26,495
<b>Print – FP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR FULL-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$11,000	\$34,715
<b>Print – HP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR HALF-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$7,000	\$20,995
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li><b>400,000 IMPRESSIONS</b> <ul style="list-style-type: none"> <li>200,000 300x600 to special feature content, 200,000 300x250 to your brand site</li> </ul> </li> <li>Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$6,400	\$8,800
<b>Digital 100% SOV + feature alignment</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li><b>1,900 to 2,800 ESTIMATED PAGE VIEWS WITH BRAND AD – EXCLUSIVE SHARE OF VOICE</b></li> <li>Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>Page views via native, branded drivers, managed performance, social amplification</li> <li>8-week lead time</li> <li>Your 300x250 &amp; 728x90 brand ads also run equal share of voice adjacent to generic feature article(s)</li> </ul>	\$17,000	\$31,396

\* 4-week delivery time, subject to availability and seasonal adjustments

\*\*For additional ad sizes, please speak with your Globe and Mail advertising representative