



2023 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# ONTARIO ARTS AND CULTURE

**Integrated Special Reports 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.

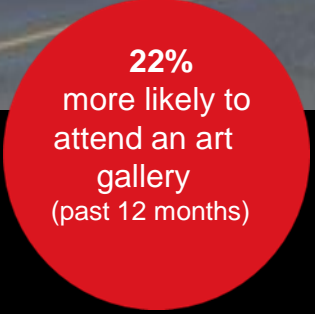
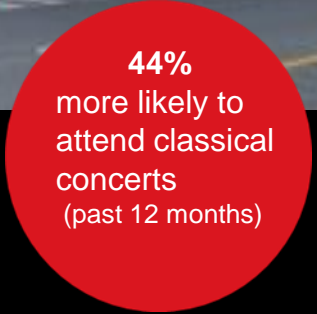
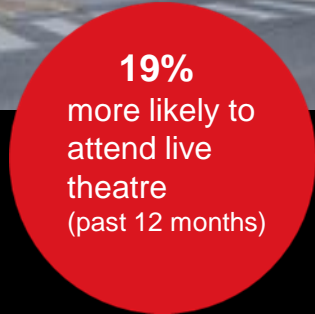
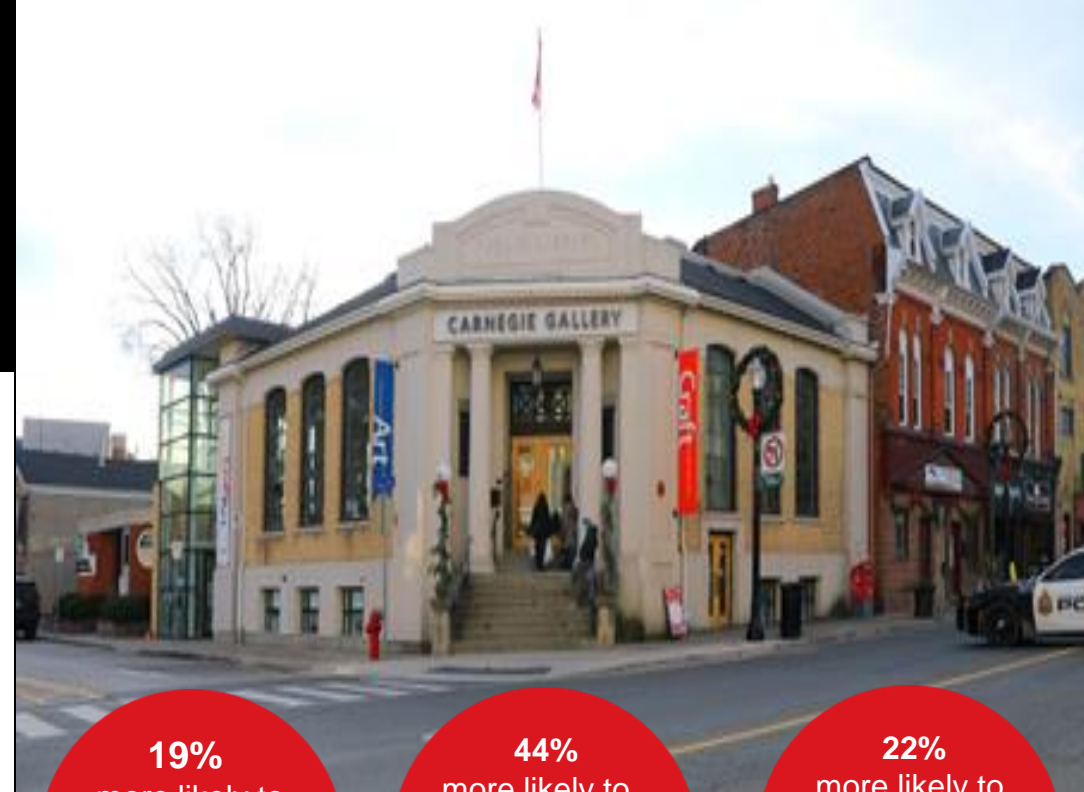
## Themes for Ontario Arts and Culture

The arts are extremely important to Globe and Mail readers. As artistic venues continue to open for in-person attendance, Globe readers are eager to take in as many theatre productions, music festivals, museums and art galleries as they can. From the hottest plays and concerts to the coolest exhibits and shows, the Ontario Arts & Culture feature gives readers a window into what’s coming up in Ontario's renowned cultural scene.

Available twice a year, the Ontario Arts & Culture report is a great way for advertisers to reach the Globe’s sophisticated audiences with messages about their latest productions, shows, exhibits or performances.

To learn more, reach out to your Globe and Mail advertising representative today.

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



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
March 1, 2023	March 10, 2023	March 31, 2023
September 20, 2023	September 27, 2023	October 20, 2023



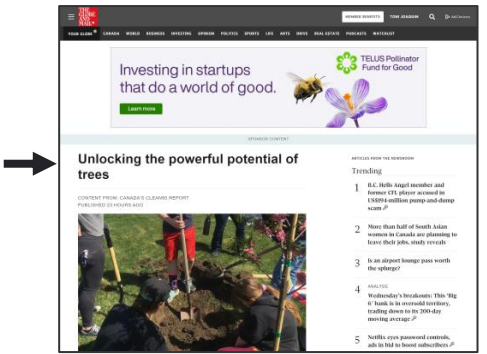
# INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

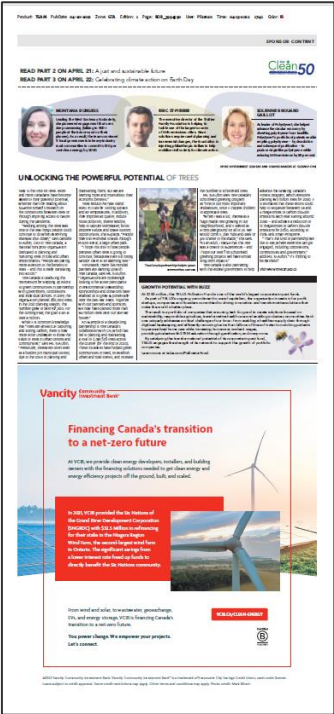
Your brand mentioned within the integrated report among participating advertisers



**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
Digital*	<ul style="list-style-type: none"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<p>\$17,000 (Metro full page***)</p> <p>\$12,500 (Metro half page***)</p>

\*No minimum page view guarantees.  
\*\*No sightlines or approval on integrated content.  
\*\*\*Other print sizes available.



# INTEGRATED SPECIAL REPORT

# ADVANCED PACKAGE

Your brand mentioned within the integrated report, exclusive digital article and brand adjacency

Digital Integrated Special Report  
Content Discovery



Digital Integrated Special Report  
100% SOV  
Brand mention within the article



Print Integrated Special Report  
with brand ad adjacency and brand mention within the article



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ Minimum 2,100 – 3,100 page views for one piece of content.</li> <li>• 100% SOV brand ads adjacent to one integrated report article. Includes exclusive brand mention*.</li> <li>• Branded content discovery includes standard traffic driver, native and social.</li> </ul>	\$17,000
Digital + Print Package	<ul style="list-style-type: none"> <li>➤ Full page or half page brand ad adjacent to integrated report. Includes brand mention within the article.</li> <li>➤ Minimum 1,800 – 2,600 page views for one piece of content.</li> <li>• 100% SOV brand ads adjacent to one integrated report article. Includes brand mention*.</li> <li>• Branded content discovery includes standard traffic driver, native and social.</li> </ul>	\$20,000 (Metro full page)  \$15,500 (Metro half page)

\* No sightline or approval on integrated content. 4 to 6-week lead time for Advanced Package.



# INTEGRATED SPECIAL REPORT

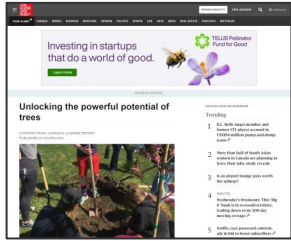
# PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

### Digital Sponsor Content Discovery



Standard Digital Traffic Driver



**Digital Integrated Special Report**  
Ads rotate with SOV among advertisers. Includes brand mention in the article.

### Print Integrated Special Report brand ad adjacency, mention in article



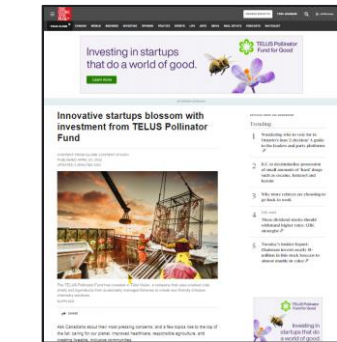
**Print Sponsor Content**  
Full sightlines in article with brand adjacent to report content



### Social Standard Digital Traffic



Globe Native



**Digital Sponsor Content**  
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees.               <ul style="list-style-type: none"> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> As described above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to integrated report that includes brand mention.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	\$28,000 (Metro full page)  \$23,500 (Metro half page)

\*No sightline or approval on integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.