

**INTEGRATED CONTENT  
FEATURES**

Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. Produced by Globe Content Studio.

**REACH YOUR TARGET**

Print/Digital Weekly – 5,898,000 readers

Print Weekly – 2,697,000 readers

Digital Weekly – 4,439,000 readers

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**Globe readers are:**

77% more likely to be Business Decision Makers

70% more likely to be Senior Managers/Owners

15% more likely to be small business owners/executives

47% more likely to be involved in Communication/Information Systems/Technology

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

For additional information, contact:

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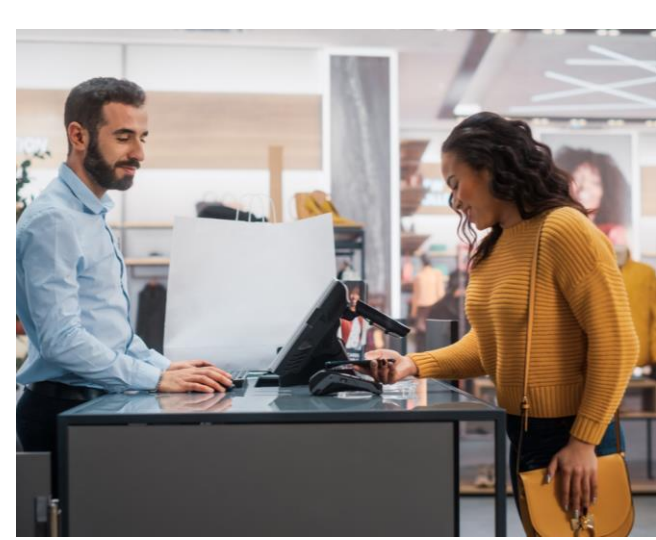
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# Payment Solutions

As the way we shop and conduct financial transactions evolves at an unprecedented pace, payment solutions are also rapidly evolving. That means staying on top of the latest trends and developments in payments is becoming increasingly crucial to the success of Canadian businesses.

From credit card, electronic and contactless payments to cryptocurrency, and the increasing prevalence of smart phone/watch payment methods, this special feature will explore the hottest trends in payment solutions.

Standard Booking Deadline	Material Deadline	Insertion Date	Sponsor Content Booking Deadline
January 12, 2023	February 2, 2023	Thursday, February 23, 2023	December 15, 2022
March 30, 2023	April 27, 2023	Thursday, May 18, 2023	March 16, 2023
August 10, 2023	September 7, 2023	Thursday, September 28, 2023	July 21, 2023



# Print and digital packages – Driving thought leadership and awareness

Print	Digital	Investment	Value
<b>YOUR FULL PAGE AD</b> + Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven	<ul style="list-style-type: none"> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,600 to 2,300 estimated page views</b> via managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$25,000	\$75,447
<b>YOUR HALF PAGE AD</b> + Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven	<ul style="list-style-type: none"> <li>• Approx. 500-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,600 to 2,300 estimated page views</b> via managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$20,000	\$47,447
<b>YOUR FULL PAGE AD</b> + Approx. 900-word article related to feature topic with your quote/mention interwoven	NOT APPLICABLE	Print rates apply	
<b>YOUR HALF PAGE AD</b> + Approx. 450-word article related to feature topic with your quote/mention interwoven	NOT APPLICABLE	Print rates apply	
NOT APPLICABLE	<ul style="list-style-type: none"> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,900 to 2,800 estimated page views</b> via native, branded drivers, managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$17,000	\$31,396
NOT APPLICABLE	<ul style="list-style-type: none"> <li>• Approx. 900-word <b>sponsor content article</b> custom develop to your specifications. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,800 to 2,700 estimated page views</b> via native, branded drivers, managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$17,000	\$28,661
NOT APPLICABLE	<ul style="list-style-type: none"> <li>• (500,000x) impressions: <ul style="list-style-type: none"> <li>○ (250,000x) 300x600 to special feature content, (250,000x) 300x250 to your brand site</li> </ul> </li> <li>• Your 250x300 &amp; 728x90 brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$8,000	\$11,000