



2023 NATIONAL INTEGRATED SPECIAL REPORT— DIGITAL AND NEWSPAPER

Small Business Strategies

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 Small Business Strategies

The last three years have brought a multitude of challenge and changes to the small business community. It’s also taught business owners and operators that they need to be innovative and resilient to maintain viability, despite unforeseen challenges. To help these businesses, many outstanding products and services are available.

This special report will look at these resources, as well as how small and medium business have successfully implemented them.

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



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+

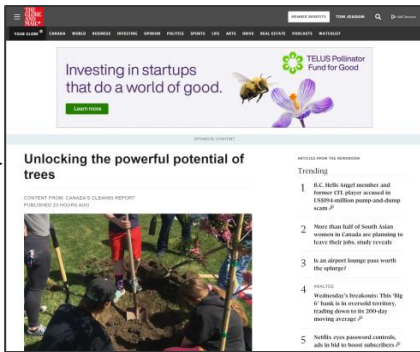
Standard Booking Deadline	Material Deadline	Publishing on Wednesdays	Sponsor Content Booking Deadline
May 10, 2023	June 7, 2023	June 21, 2023	March 29, 2023
September 13, 2023	October 11, 2023	October 25, 2023	August 30, 2023



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"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

*No minimum page view guarantees.
**No sightlines or approval on integrated content.
***Other print sizes and editions 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"> ➤ Minimum 2,100 – 3,100 page views for one piece of content. • 100% SOV brand ads adjacent to one integrated report article. Includes exclusive brand mention*. • Branded content discovery includes standard traffic driver, native and social. 	\$17,000
Digital + Print Package	<ul style="list-style-type: none"> ➤ Full page or half page brand ad adjacent to integrated report. Includes brand mention within the article. ➤ Minimum 1,800 – 2,600 page views for one piece of content. • 100% SOV brand ads adjacent to one integrated report article. Includes brand mention*. • Branded content discovery includes standard traffic driver, native and social. 	<p>\$25,000 (full page)</p> <p>\$20,000 (half page)</p>

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



INTEGRATED SPECIAL REPORT

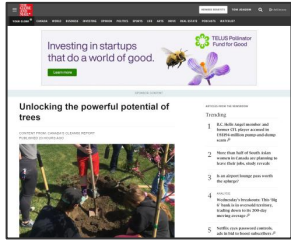
PREMIUM PACKAGE

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



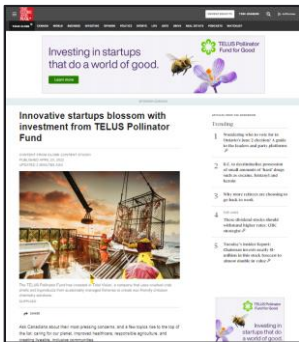
Print Sponsor Content Full sightlines in article with brand adjacent to report content



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"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: As described above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to integrated report that includes brand mention. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated report content.

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