



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Europe 2023

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 Europe 2023

While the past couple years have seen Canadians sticking closer to home for travel and vacations, 2023 is poised for a boom in international travel, as vacationers want to spread their wings and take in the culture and experience that can only come from a trip abroad. The Globe and Mail’s Europe 2023 integrated content feature will highlight the joy, excitement and enrichment that comes from a spring or summer trip to Europe – whether it’s lounging on the beach in the south of France, checking out the museums in London, taking in some music in Vienna or eating your way through Rome.

As an integrated content feature, Europe 2023 gives advertisers an opportunity to get their destination mentioned in our interesting and informative travel content. The Globe and Mail’s readers are travel enthusiasts, so advertisers won’t want to miss the chance to get their message out to this vacation-loving audience.

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
January 25, 2023	February 8, 2023	February 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