



2023 METRO INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

EXPLORE ONTARIO – MARCH BREAK

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 – March Break

With March Break fast approaching, Ontario families are looking for fun and interesting ways to spend the week off of school – and while some are undoubtedly dreaming of adventures to warmer destinations, many will be looking to explore their own backyard. Why travel far when you have so many fantastic places to enjoy right here?

Ontario is filled with fun activities that take advantage of the beauty of our regions in winter-to-spring weather – whether it’s a getaway to a ski resort, a visit to a maple syrup sugar bush, a day trip horseback riding or a cultural outing to a museum, Ontario has something for everyone during March Break.

The March Break edition of Explore Ontario will feature engaging, informative content filled with great ideas on how to spend March Break in the province, presented in a visually enticing way. Advertisers will not want to miss a chance to get their destination and message out in front of The Globe and Mail’s travel-loving readers at this key time of year for tourism.

For additional information contact Keith Ryder, Special Reports Associate 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+

Edition	Standard Booking Deadline	Material Deadline	Publishing on Fridays
March Break	January 25, 2023	February 3, 2023	February 24, 2023
Spring and Summer	April 19, 2023	April 28, 2023	May 19, 2023
Fall Colours	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
Print and digital Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR FULL-PAGE AD** your quote/mention interwoven into related content 	<ul style="list-style-type: none"> 250,000 IMPRESSIONS: <ul style="list-style-type: none"> 125,000 300x600 to special feature content, 125,000 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 	\$13,500	\$40,215
Print and digital Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR HALF-PAGE AD** your quote/mention interwoven into related content 	<ul style="list-style-type: none"> 250,000 IMPRESSIONS: <ul style="list-style-type: none"> 125,000 300x600 to special feature content, 125,000 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 	\$10,200	\$26,495
Print – FP Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR FULL-PAGE AD** your quote/mention interwoven into related content 	NOT APPLICABLE	\$11,000	\$34,715
Print – HP Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR HALF-PAGE AD** your quote/mention interwoven into related content 	NOT APPLICABLE	\$7,000	\$20,995
Digital Multi-advertiser <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> 400,000 IMPRESSIONS <ul style="list-style-type: none"> 200,000 300x600 to special feature content, 200,000 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 	\$6,400	\$8,800
Digital 100% SOV + feature alignment <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 8-week lead time Your 300x250 & 728x90 brand ads also run equal share of voice adjacent to generic feature article(s) 	\$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