



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# THE FUTURE OF FOOD

**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 The Future of Food

Whether it’s sustainable packaging, the explosion of plant-based meal options, the increased importance of local sourcing or the emergence of exciting new innovations (including lab-grown meats!), the future of food is an endlessly fascinating topic. This integrated feature will explore some of the most interesting trends in food production, research and innovation.

Advertisers – who could include food producers and agricultural companies, colleges and universities, grocery businesses and more – will have the opportunity to be woven into the content, giving them a greater opportunity to get their messages out to Globe and Mail readers from coast to coast.

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



**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

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 Mondays |
|---------------------------|-------------------|-----------------------|
| May 1, 2023               | May 8, 2023       | May 29, 2023          |
| July 17, 2023             | July 24, 2023     | August 14, 2023       |
| September 25, 2023        | October 2, 2023   | October 23, 2023      |

# Print and digital packages – driving thought leadership and awareness

| Package   | Print  | Digital  | Investment        | Value    |
|---|--|--|-------------------|----------|
| <b>Multi-platform 100% SOV feature – FP</b><br><i>Brand quote/mention</i>                               | <ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul> | <ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>  | \$25,000          | \$75,447 |
| <b>Multi-platform 100% SOV feature – HP</b><br><i>Brand quote/mention</i>                               | <ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul> | <ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 500-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>  | \$20,000          | \$47,447 |
| <b>Print Multi-advertiser – FP</b><br><i>Brand quote/mention</i>  | <ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention interwoven</li> </ul>             | NOT APPLICABLE   | Print rates apply |          |
| <b>Print Multi-advertiser – HP</b><br><i>Brand quote/mention</i>  | <ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 450-word article related to feature topic with your quote/mention interwoven</li> </ul>             | NOT APPLICABLE   | Print rates apply |          |
| <b>Digital 100% SOV feature</b><br><i>Brand quote/mention</i>   | NOT APPLICABLE   | <ul style="list-style-type: none"> <li>• <b>1,900 to 2,800 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul> | \$17,000          | \$31,396 |
| <b>Digital 100% SOV sponsor content</b><br><i>Fully integrated with sightline / approval on content</i> | NOT APPLICABLE   | <ul style="list-style-type: none"> <li>• <b>1,800 to 2,700 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word <b>sponsor content article</b> custom developed to your specifications.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul>  | \$17,000          | \$28,661 |
| <b>Digital Multi-advertiser</b><br><i>Brand quote/mention</i>   | NOT APPLICABLE   | <ul style="list-style-type: none"> <li>• <b>500,000 impressions:</b> <ul style="list-style-type: none"> <li>○ 250,000 300x600 to special feature content, 250,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>  | \$8,000           | \$11,000 |