



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

CANADA’S HOTTEST CAREERS GUIDE

Integrated Features are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.

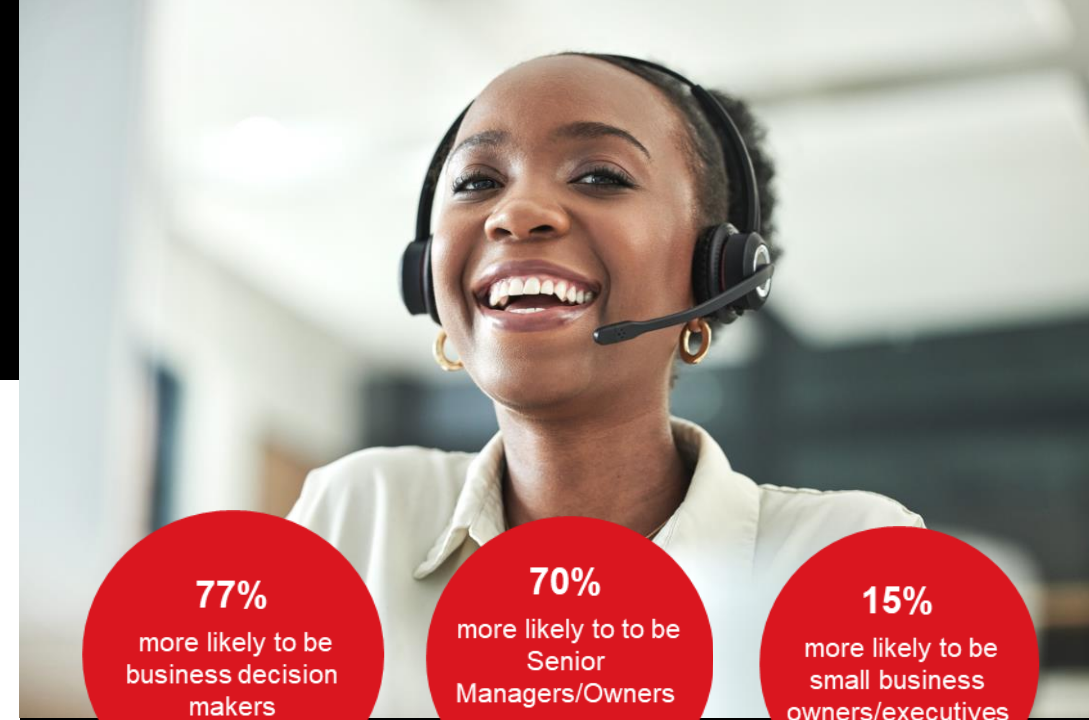
Topics are informed by Sophi, The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Themes for Canada’s Hottest Career Guide

In a time of an uncertain economy, with headlines of layoffs in multiple sectors dominating the news, Canadians might be wondering: what jobs and industries will be hiring in 2023 and beyond? This integrated content feature will highlight what promises to be some of the most in-demand jobs, industries, and general career paths – both now and for the future.

Advertisers ranging from corporations, recruiters, industry associations, consultancies and colleges/universities will have an opportunity to get their messages woven into the content, which will be positioned as a valuable resource for Globe readers at all stages in their careers.

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 Mondays
April 3, 2023	April 10, 2023	May 1, 2023
July 17, 2023	July 24, 2023	August 21, 2023
September 5, 2023	September 12, 2023	October 2, 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