



2023 NATIONAL INTEGRATED SPECIAL SPONSORSHIP— DIGITAL
AND NEWSPAPER

GREAT PLACES TO VISIT

Integrated sponsorships 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 Great Places to Visit

Globe and Mail readers love to travel and are always looking for somewhere new and exciting to explore for their next vacation. To help provinces, states, regions and municipalities promote their location as a fantastic place to visit, The Globe is offering the Great Places to Travel package.

In this integrated sponsorship, multiple partners from a specific destination can be integrated into the content, with their destination's highlights – from culinary delights to cultural experiences to outdoor adventure – being featured in visually eye-catching, engaging and informative journalistic-style content.

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+

For additional information contact Keith Ryder, Special Reports Associate
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Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Dates (<i>dates can be flexible to meet sponsor's marketing plans</i>)
May 4, 2023	May 18, 2023	Saturday, June 10, 2023
June 8, 2023	June 22, 2023	Saturday, July 15, 2023
July 13, 2023	July 27, 2023	Saturday, August 19, 2023
August 10, 2023	August 24, 2023	Saturday, September 16, 2023
September 7, 2023	September 21, 2023	Saturday, October 14, 2023
October 12, 2023	October 26, 2023	Saturday, November 18, 2023
November 9, 2023	November 23, 2023	Saturday, December 16, 2023

Package Overview

Partner Package A \$50,585 CAD \ \$37,500 USD

5 Digital Articles
5,500 Page Views

Partner Package B \$67,450 CAD \ \$50,000 USD

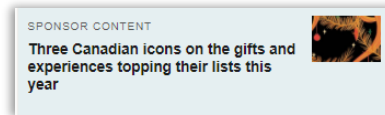
2 Digital Articles + Double Page Spread Print
2,000 Page Views + 1,700,000 Print Readership
+ 1,500,000 Brand Impressions

Content Amplification



Display

Globe Alliance CPM /CPC
Travel Channel Targeting
CTA branded



Globe Native

Globe and Mail
Unbranded



Social

Facebook + Instagram
CTA branded

Content Amplification



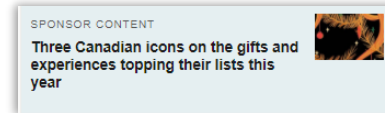
Print Insertion

Weekend Pursuits
Partner branded



High Impact Display

Globe Alliance CPM /CPC
Travel Channel Targeting
CTA branded



Globe Native

Globe and Mail
Unbranded



Social

Facebook + Instagram
CTA branded

Package Breakdown

Package	Content Volume	Page Views	Distribution	Investment
Partner Package A Creation of 5 new articles funded by at least 5 partners (scalable)	5 Articles (6-week duration)	Minimum 5,500	Traffic will be driven through social (CTA branded), Display CPM / CPC (partner branded) and Globe Native. Partner receives 100% SOV of ads surrounding this story.	\$50,585 CAD \$37,500 USD
Partner Package B Creation of 2 new article funded by at least 2 partners (scalable)	2 Articles (6-week duration)	Minimum 2,000	Distribution strategy aligned with Package A with an addition of high impact display (partner branded) and brand media display, driving to advertising partner's websites. The package includes 2 print pages comprised of 2 half-page articles, + 2 half pages worth of advertising. Advertising available in quarter or half page sizes.	\$67,450 CAD \$50,000 USD

Content Discovery Strategy

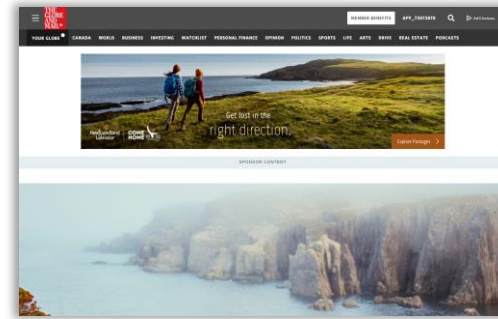


CPC DISPLAY

A service optimized to deliver a high volume of interested readers directly to the client's travel content.

(Powered by Globe Response)

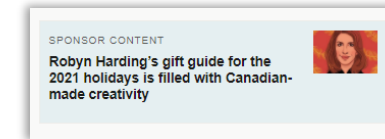
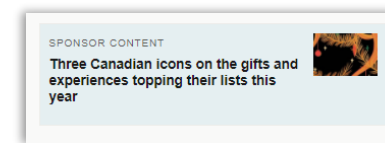
- Placements are concentrated within The Globe and Alliance as well as extensions to our curated white list of sites using Globe 1st party audience targeting, or select 3rd party tactics.
- Leveraging a CPC pricing model, the goal is to seek audiences that are most engaged with your content and optimized to reach efficiency



TARGETED DISPLAY

Drive ideal audience to your content series through 1st party contextual targeting segments across The Globe Alliance Travel Channel, leveraging the top News, Business, and Lifestyle sites.

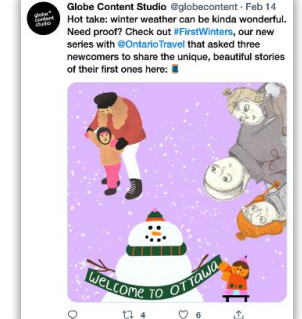
- Globe Alliance reaches 8.7 million Canadians that are planning a trip in the next 12 months.
- Globe Alliance unique visitors are more likely to be high value vacationers and active travellers.



GLOBE NATIVE

A native placement that is directly within editorial discovery feeds on The Globe and Mail and exclusively used for sponsor content and integrated features.

- Actively promoted in key section pages that naturally attract and build reader engagement
- Delivers the most engaged readers, delivering higher time spent on sponsor content and integrated feature article pages versus any other content driver tactic



PAID SOCIAL

Meta (Facebook & / Instagram)

- We'll target users across Meta apps aligned to your brand's core audience/ business objectives.
- Automatic placements can appear on Facebook (widest variety of users, demographics and interests/behaviours across Canada), and Instagram (best for highly visual storytelling and slightly younger resonance), seamlessly adapted to each environment.

Extend your stories to reach an exclusive print audience

NATIONAL EDITION

Further leverage content created with a turnkey print extension in The Globe and Mail newspaper to extend campaign reach quickly.

Extend your awareness and page views by reaching unique Globe readers in print:

- 6.1 million print + digital weekly readers
- 1.7 million are exclusive to the Saturday newspaper (62% of weekly print readers)

Why is PRINT newspaper important to your plans?

- Leveraged credibility
- Engagement & Attention
- Print ads offer flexibility
- Influential readers swayed by print
- Unplugging is in
- Print drives action



Appendix

Gain exclusive access to
19.7 MILLION
CANADIANS
across our premium
publishing partners with
The Globe Alliance.



Alliance



The
Guardian

Forbes

GOOD
HOUSEKEEPING

Women'sHealth

FASTCOMPANY

Inc.

POPULAR
MECHANICS

Prevention

THE WALL STREET JOURNAL

HouseBeautiful

ELLE

The Washington Post



TOWN&COUNTRY



COSMOPOLITAN

OrganicLife

Bicycling

shondaland

BARRON'S

The Atlantic

Esquire

RODALE
wellness

Men'sHealth

delish

redbook

CountryLiving

RUNNER'S WORLD

Woman'sDay

BAZAAR

seventeen

THE DECOR

MarketWatch

BEST

VERANDA



THE TIMES OF INDIA



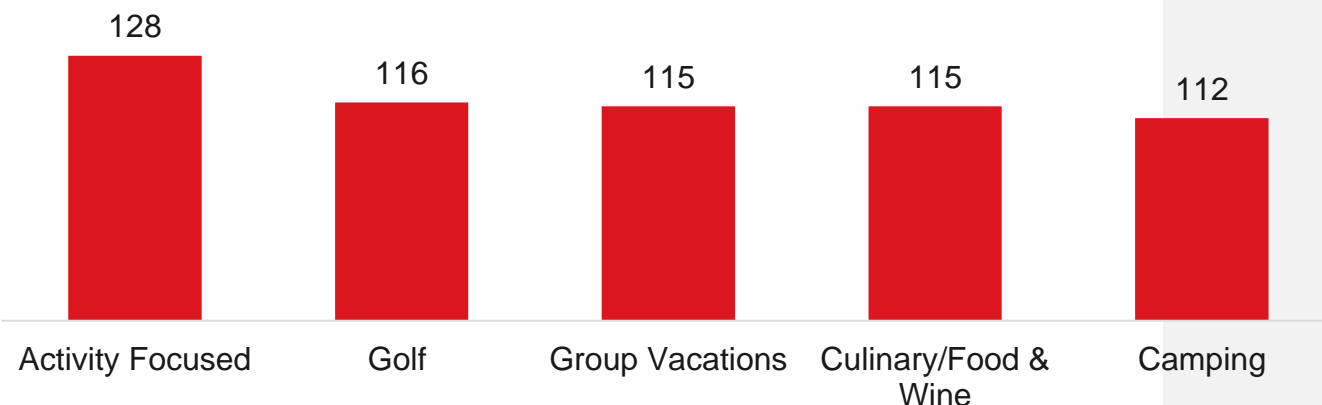
Reach 3.1M travel intenders with The Globe (Print/Digital)

Globe Print/Digital readers are more likely to:

- **Be high-value vacationers:** intend to spend \$5K+ on their next international trip (Index 114) and \$3K+ on next domestic trip (Index 116)
- **Have taken a family vacation** in the past 12 months** (Index 123)
- **Plan to spend a week on vacation/** next international trip (Index 113)

Globe readers are interested in a variety of vacation packages*:

Globe Print/Digital Readers - Index



Source: Vividata SCC Winter 2023, National, Adults 18+, Globe Weekly Print/Digital, *types usually take for overnight vacations.

**taken a vacation with children/past 12 months.



Extend your reach to travel intenders with Globe Alliance

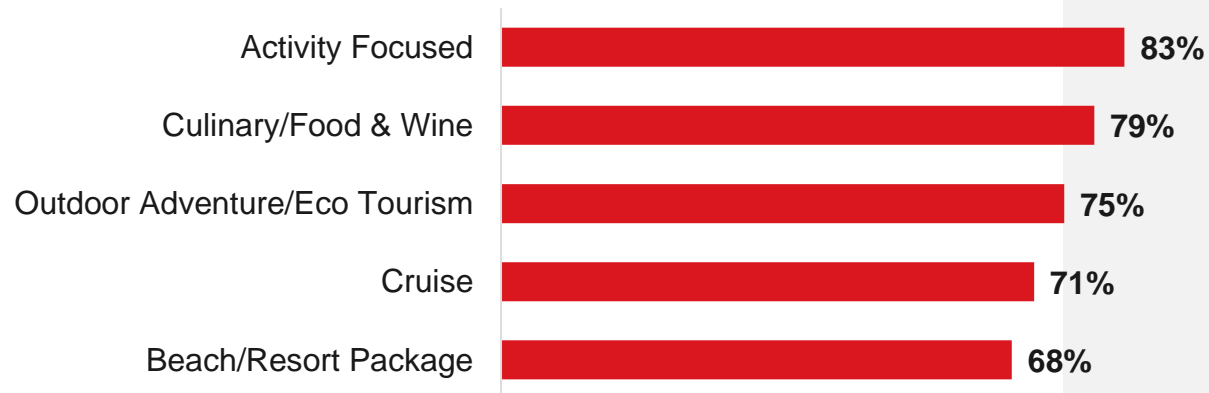
Globe Alliance connects you with 9.6M travel intenders **(69% reach of the digital population)**.

Globe Alliance Visitors:

- More likely to have taken 3+ international trips/past year **(Index 112)**
- **4,100,000** plan to travel to USA/next 12 months **(67% reach)**

Globe Alliance reaches visitors interested in various types of vacations*:

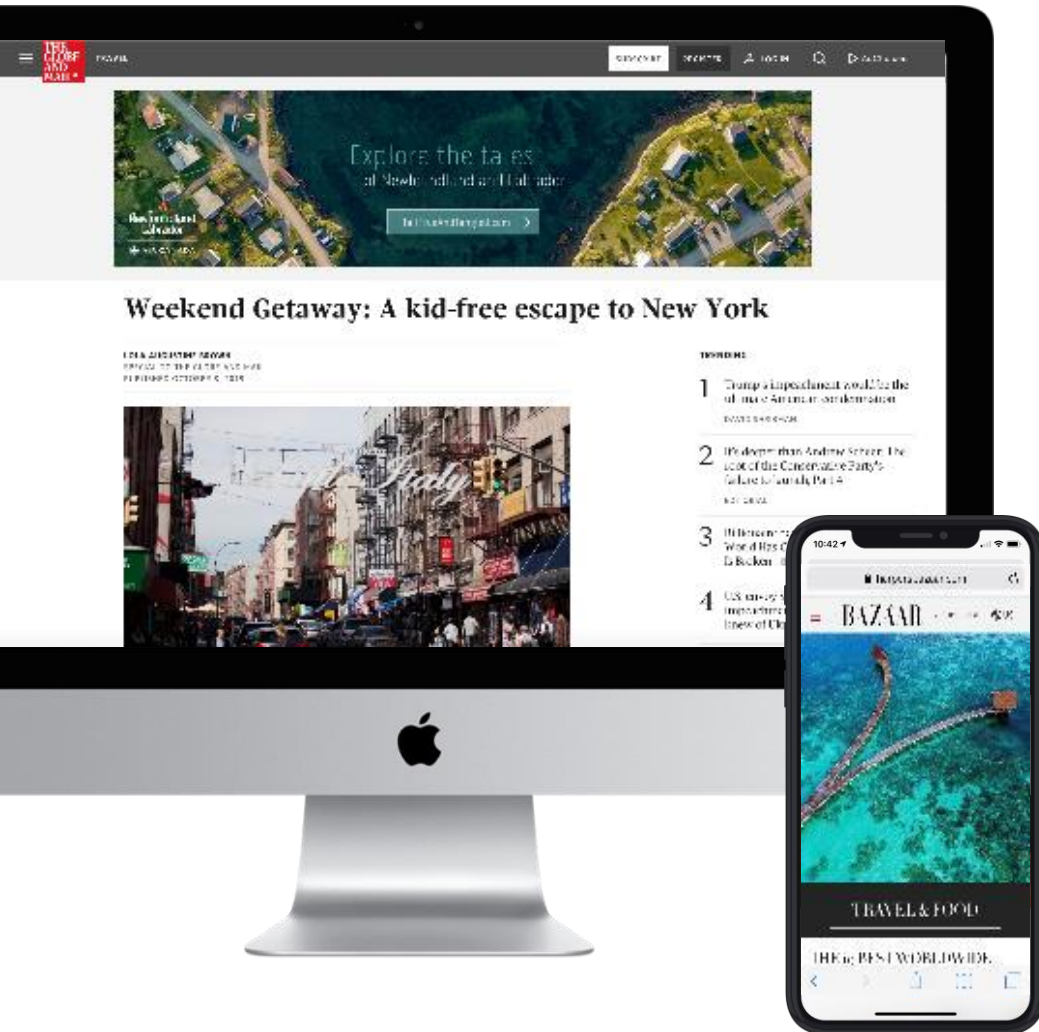
Globe Alliance - % Reach of Digital Population



Source: Comscore Plan Metrix Multi-Platform, December 2022, Adults 18+, *types usually take for overnight vacation



Contextual Targeting – Travel Channel



The Globe Alliance partnership consists of the most respected and trusted international publishers. It provides advertisers with unmatched audience reach within the world's best news, business and lifestyle sites. We are the exclusive sales partners for their Canadian audiences.



Thank you



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