



2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

NON-ALCOHOLIC BEER, WINE & SPIRITS

Integrated Special Reports 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 Non-Alcoholic Beer, Wine & Spirits

As the “sober-curious” trend continues to gain momentum, especially among the younger generations, and new Health Canada recommendations are prompting many to rethink their alcohol intake, the booze-free beverage market is skyrocketing. From trendy alcohol-free craft beer and wine options to high-end non-alcoholic spirits for making premium mocktails, there are countless new products entering the marketplace these days.

This report will explore the booze-free trend from a variety of angles: why are non-alcoholic beverages trending so strongly right now, who is embracing the trend, and what are some of the more popular no-alcohol products hitting store shelves and restaurant menus? As an integrated special report, advertisers will have the opportunity to get their messages woven into the content, getting in front of Globe and Mail readers who are interested in exploring more alcohol-free options themselves or just simply learning more about this hot trend.

**For additional information contact Keith Ryder, Special Reports Associate
kryder@globeandmail.com**



735,000 Globe readers drink non-alcohol beer

Globe readers are 22% more likely to drink non-alcoholic beer than the Canadian population

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+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Mondays
March 27, 2023	April 17, 2023	April 24, 2023	May 15, 2023
May 8, 2023	May 29, 2023	June 5, 2023	June 26, 2023
October 9, 2023	October 30, 2023	November 6, 2023	November 27, 2023



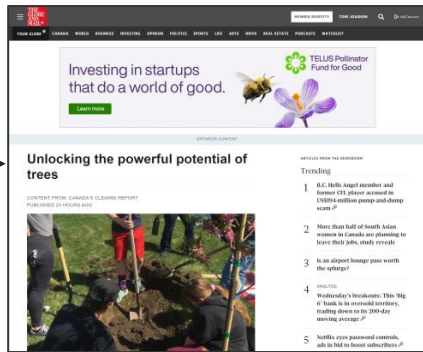
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



Digital Integrated Special Report Content Discovery - Standard Digital Traffic Driver.



Digital Integrated Special Report Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



Print Integrated Special Report with brand ad adjacency and brand mention within report.

Package	Details	Investment
Digital*	<ul style="list-style-type: none"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

*No minimum page view guarantees.
 **No sightlines or approval on integrated content.
 ***Other print sizes and editions available.



INTEGRATED SPECIAL REPORT

ADVANCED PACKAGE

Your brand mentioned within the integrated report, exclusive digital article and brand adjacency

Digital Integrated Special Report
Content Discovery



Digital Integrated Special Report
100% SOV
Brand mention within the article



Print Integrated Special Report
with brand ad adjacency and brand mention within the article



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ Minimum 2,100 – 3,100 page views for one piece of content. • 100% SOV brand ads adjacent to one integrated report article. Includes exclusive brand mention*. • Branded content discovery includes standard traffic driver, native and social. 	\$17,000
Digital + Print Package	<ul style="list-style-type: none"> ➤ Full page or half page brand ad adjacent to integrated report. Includes brand mention within the article. ➤ Minimum 1,800 – 2,600 page views for one piece of content. • 100% SOV brand ads adjacent to one integrated report article. Includes brand mention*. • Branded content discovery includes standard traffic driver, native and social. 	<p>\$25,000 (full page)</p> <p>\$20,000 (half page)</p>

* No sightline or approval on integrated content. 4 to 6-week lead time for Advanced Package.

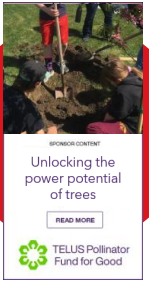


INTEGRATED SPECIAL REPORT

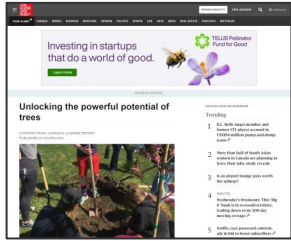
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.

Print Integrated Special Report brand ad adjacency, mention in article



Print Sponsor Content Full sightlines in article with brand adjacent to report content



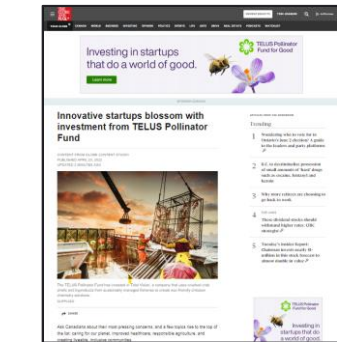
Standard Digital Traffic



Social



Globe Native



Digital Sponsor Content
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: As described above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to integrated report that includes brand mention. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

*No sightline or approval on integrated report content.

**Full sightline and approval on sponsor content. 6 to 8-week lead time.