



2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Private Schools

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 Private Schools

As education continues to evolve and parents increasingly look to enroll their children in private schools to give them a leg up on learning, The Globe and Mail’s **Private Schools** special report provides parents with timely and thought-provoking information to help them make the best decisions for their children’s education.

Topics covered in this report may include:

**Leaders of tomorrow:** How private schools are equipping the next generation to solve the big issues of the future.

**Beyond academics:** It’s all about well-rounded students at today’s private schools, which are increasingly focusing on the arts, sports and overall mental health and wellness.

**Paying for private school:** Planning ahead for private school fees, securing financial aid, and more.

For additional information contact

**Andrea D’Andrade**, Senior Manager, Special Products [adandrade@globeandmail.com](mailto:adandrade@globeandmail.com)



**52%**

of readers more likely to be from high-income (\$200K+) households with children under 18.

**Index 149**

Globe readers are highly educated themselves. 3.4M have a university degree or higher.

**29%**

are more likely to have donated to educational organizations – Globe readers care about education.

Print/Digital Weekly Readers – **6,018,000**

Print Weekly Readers – **2,608,000** | Digital Weekly Readers – **4,576,000**

Source: Vividata SCC Spring, 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publication Date
September 7, 2023	September 15, 2023	Friday, October 6, 2023
December 18, 2023	January 22, 2024	February 6, 7, 8, 9, 2024 (advertiser appears on one of these dates)



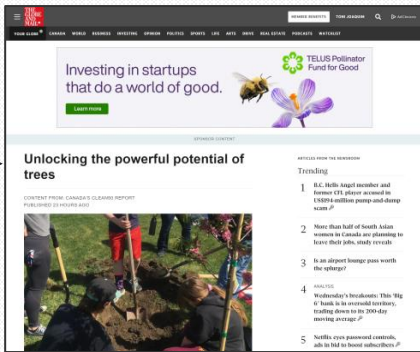
# INTEGRATED SPECIAL REPORT

# 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"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 150,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 150,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$6,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<p><b>\$19,800</b> (National full page***)</p> <p><b>\$14,800</b> (National half page***)</p>

\*No minimum page view guarantees.  
\*\*No sightlines or approval on integrated content.  
\*\*\*Other print sizes 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"> <li>➢ Minimum 2,100 – 3,100 page views for one piece of content.</li> <li>• 100% SOV brand ads adjacent to one integrated report article. Includes exclusive brand mention*.</li> <li>• Branded content discovery includes standard traffic driver, native and social.</li> </ul>	\$17,000
Digital + Print Package	<ul style="list-style-type: none"> <li>➢ Full page or half page brand ad adjacent to integrated report. Includes brand mention within the article.</li> <li>➢ Minimum 1,800 – 2,600 page views for one piece of content.</li> <li>• 100% SOV brand ads adjacent to one integrated report article. Includes brand mention*.</li> <li>• Branded content discovery includes standard traffic driver, native and social.</li> </ul>	<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.