



2023 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND
NEWSPAPER

HOLIDAY GIFT AND ENTERTAINMENT GUIDE

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 Holiday Gift and Entertainment Guide

As the winter holidays approach, that festive feeling is in the air – and Globe and Mail readers will be eager to read about new and interesting holiday entertaining and gift ideas to make the season merry and bright. This holiday gift & entertaining guide could feature exciting holiday gift suggestions, innovative decorating trends, festive food and entertaining ideas and more. Advertisers will have a chance to get their message and products mentioned in the content, so specific story themes will be shaped by the brands and companies who advertise in the section.

To learn more and to book your space, please speak with your Globe and Mail advertising sales representative today.

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



28%
more likely to
have HHI of
\$200K+

12%
more likely to
entertain at
household
frequently (10+
times/past 12
mos.)

11%
more likely to
spend \$150+ on
groceries weekly
(on average)

Globe digital weekly readers: 2,019,000
Globe Print Weekly readers: 1,255,000

Source: Vividata SCC Spring 2023, Metro, Ottawa/Gatineau, Adults 18+

**Standard Booking
Deadline**

Material Deadline

Publishing Date

October 27, 2023

November 10, 2023

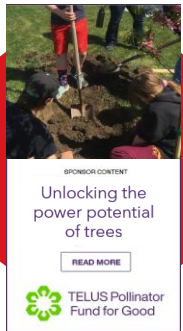
Friday, December 1,
2023



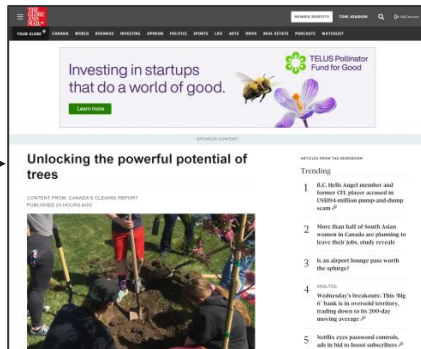
INTEGRATED SPECIAL REPORT

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.	\$17,000 (Metro full page***) \$12,500 (Metro half page***)

*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">➤ 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.	\$20,000 (Metro full page) \$15,500 (Metro half page)

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



INTEGRATED SPECIAL REPORT

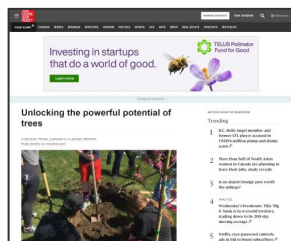
PREMIUM PACKAGE

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

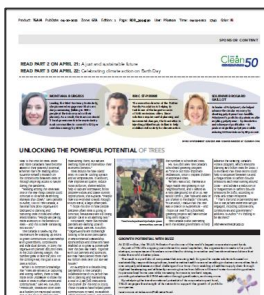


**Digital Integrated
Special Report**
Ads rotate with SOV
among advertisers.
Includes brand mention
in the article.



Digital Sponsor Content
Custom developed with the
client

Print Integrated Special Report brand ad adjacency, mention in article



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



Package

Details

Investment

Digital Only Package

- **DIGITAL INTEGRATED REPORT:** Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees.
 - 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**.
 - 100% SOV brand ads adjacent to sponsor content.
 - Branded content discovery includes standard traffic drivers, native and social.

\$20,000

Print + Digital Package

- **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.
 - 100% SOV brand ads adjacent to content.
 - Branded content discovery includes standard traffic drivers, native and social.

\$28,000
(Metro full
page)

\$23,500
(Metro half
page)

*No sightline or approval on integrated report content.

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