



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# REWARDS

**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 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 Rewards:

There has been an explosion in rewards and loyalty programs over the past few years, going well beyond the usual credit card or travel rewards to programs that touch upon almost every consumer-facing industry there is. This integrated special report will explore the latest trends and innovations in rewards programs, from the rise in personalization and gamification to VIP programs and more.

Advertisers with rewards and loyalty programs won't want to miss the chance to get their programs out in front of savvy Globe and Mail readers – and as an integrated report, all advertisers will get the opportunity to have their programs mentioned in our interesting, informative Rewards content.

For additional information contact Keith Ryder, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)



**22%**  
more likely to have 3+ credit cards in their own name

**14%**  
more likely to spend \$2,500+ on credit cards monthly

**28%**  
more likely to use their credit card mostly for business

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+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
January 5, 2024	January 24, 2024	February 7, 2024	February 21, 2024
February 21, 2024	March 13, 2024	March 27, 2024	April 10, 2024
April 24, 2024	May 22, 2024	June 5, 2024	June 19, 2024
August 28, 2024	October 2, 2024	October 16, 2024	October 30, 2024



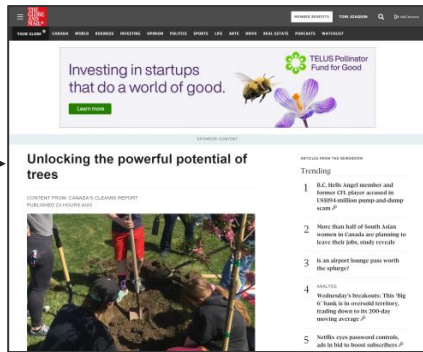
# INTEGRATED SPECIAL REPORT

# 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>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
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>\$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"> <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.



# INTEGRATED SPECIAL REPORT

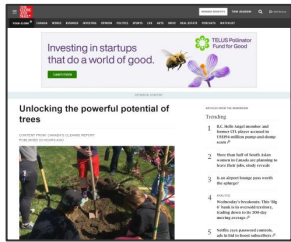
# PREMIUM PACKAGE

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



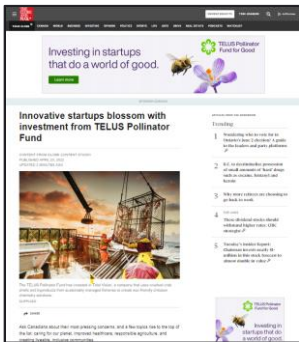
### Print Sponsor Content Full sightlines in article with brand adjacent to report content



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