

REIMAGINING RETIREMENT COMMUNITIES

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.

Theme for Reimagining Retirement Communities

In the next 20 years, Canadians 65 and older will go from less than a fifth of the country's population to nearly a quarter, while retaining a significant portion of Canada's spending power. With smaller families, longer working lives and strong attachment to their autonomy, this generation of seniors is redefining what retirement – and retirement communities – look like.

The Globe and Mail's special report on retirement communities will capture the fresh direction these residences are headed in, highlighting the variety that defines the lodgings, dining and social scenes.

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



Print Weekly Readers – **1,303,000** Digital Weekly - **2,125,000**

Source: Vividata SCC Fall 2023, Metro, Adults 18+, Globe weekly print/digital readers

Standard Booking Deadline	Material Deadline	Publishing on Fridays
January 24, 2024	February 2, 2024	February 23, 2024
March 13, 2024	March 22, 2024	April 12, 2024
May 8, 2024	May 17, 2024	June 7, 2024
August 21, 2024	August 30, 2024	September 20, 2024
September 25, 2024	October 4, 2024	October 25, 2024
October 23, 2024	November 1, 2024	November 22, 2024

Print and digital packages – driving awareness and thought leadership

Package	Metro Edition Print	Digital*	Investment	Value
Print and digital Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR FULL-PAGE AD** your quote/mention interwoven into related content 	<ul style="list-style-type: none"> 250,000 IMPRESSIONS: <ul style="list-style-type: none"> 125,000 300x600 to special feature content, 125,000 300x250 to your brand site Your 300x250 & 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven 	\$13,500	\$40,215
Print and digital Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR HALF-PAGE AD** your quote/mention interwoven into related content 	<ul style="list-style-type: none"> 250,000 IMPRESSIONS: <ul style="list-style-type: none"> 125,000 300x600 to special feature content, 125,000 300x250 to your brand site Your 300x250 & 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven 	\$10,200	\$26,495
Print – FP Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR FULL-PAGE AD** your quote/mention interwoven into related content 	NOT APPLICABLE	\$11,000	\$34,715
Print – HP Multi-advertiser <i>Brand quote/mention</i>	<ul style="list-style-type: none"> YOUR HALF-PAGE AD** your quote/mention interwoven into related content 	NOT APPLICABLE	\$7,000	\$20,995
Digital Multi-advertiser <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> 400,000 IMPRESSIONS <ul style="list-style-type: none"> 200,000 300x600 to special feature content, 200,000 300x250 to your brand site Your 300x250 & 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven 	\$6,400	\$8,800
Digital 100% SOV + feature alignment <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> 1,900 to 2,800 ESTIMATED PAGE VIEWS WITH BRAND AD – EXCLUSIVE SHARE OF VOICE Approx. 900-word article related to topic with your quote/mention exclusively interwoven. 300x250 & 728x90 brand ads appear adjacent to article Page views via native, branded drivers, managed performance, social amplification 8-week lead time Your 300x250 & 728x90 brand ads also run equal share of voice adjacent to generic feature article(s) 	\$17,000	\$31,396

* 4-week delivery time, subject to availability and seasonal adjustments

**For additional ad sizes, please speak with your Globe and Mail advertising representative