



2024 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

ONTARIO ARTS AND CULTURE

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 Ontario Arts and Culture:

The arts are extremely important to Globe and Mail readers, who are eager to take in as many theatre productions, music festivals, museums and art galleries as they can. From the hottest plays and concerts to the coolest exhibits and shows, the Ontario Arts & Culture feature gives readers a window into what’s coming up in Ontario's renowned cultural scene.

Available twice a year, the Ontario Arts & Culture report is a great way for advertisers to reach the Globe’s sophisticated audiences with messages about their latest productions, shows, exhibits or performances.

To learn more, reach out to your Globe and Mail advertising representative today.

For additional information contact Keith Ryder, Special Reports Associate
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25%
 more likely to have attended cultural events (past 12 months)

65%
 more likely to have attended the ballet (past 12 months)

21%
 more likely to have attended classical concerts (past 12 months)

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

Source: Vividata SCC Fall I2023, Ontario Metro, Adults 18+, Globe weekly print/digital readers

Standard Booking Deadline	Material Deadline	Publishing on Fridays
February 21, 2024	March 1, 2024	March 22, 2024
September 4, 2024	September 13, 2024	October 4, 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