2027 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

EXPLORE ONTARIO - FALL COLOURS EDITION

Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe and Mail Content Studio, content management technology provides data on what is resonates and keeps readers engaged. It provides confidence that these are ideal environments to position your brand message.

Autumn in Ontario is an experience worth savouring. As forests, vineyards, and waterfronts transform into brilliant displays of red, gold, and amber, the season invites travellers to step away from the everyday and discover the province at its most picturesque. From charming small towns and culinary escapes, outdoor adventures, and luxury retreats, fall offers endless opportunities to explore.

For readers seeking inspiration, **Explore Ontario** is the essential guide to the season. Showcasing breathtaking destinations, local insights, and curated recommendations, it helps travellers uncover the best the province has to offer while planning memorable autumn getaways.

Whether discovering a new region, revisiting a favourite destination, or embracing a spontaneous weekend escape, Explore Ontario connects readers with exceptional experiences across the province.

For advertising opportunities connect with your Globe and Mail representative today.

For additional information contact The Globe and Mail Advertising team
advertising@globeandmail.com



27% more likely to have taken 3+ trips within Canada/past 12 mos.

32% more likely to dine at fine restaurants as much as possible

21% more likely to take day trips to nearby towns/cities as often as possible

Print Weekly Readers 1,342,000 - Digital Weekly 1,996,000
Total Print Digital 2,653,000

Source: Vividata SSC Fall 2026, Ontario Metro, Adults 18+, Globe weekly print/digital readers

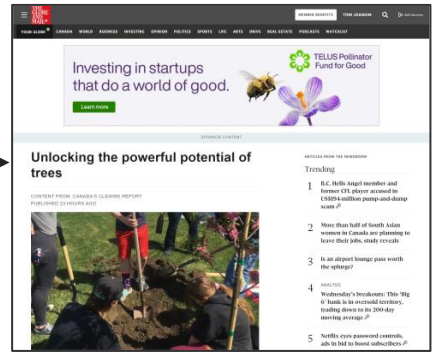
Booking Deadline	Material Deadline	Publishing Date
August 4	August 25	Friday, September 10, 2027

INTEGRATED SPECIAL REPORT

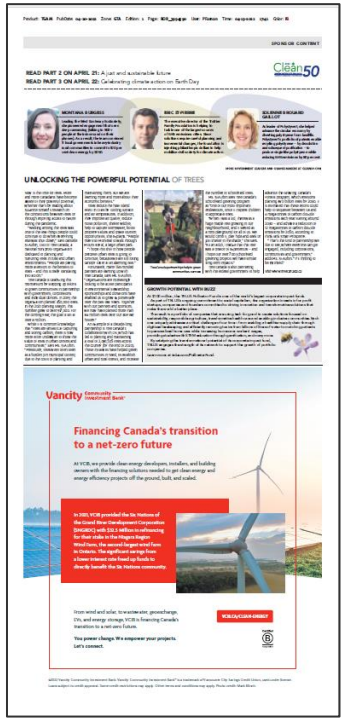
Your brand mentioned within the integrated report among participating advertisers



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 (Metro)
Digital*	➢ Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article. ➢ 150,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➢ 150,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site.	**$6,000**
Print + Digital***	Full page + 300,000 digital impressions***	**$14,200**
	½ page + 300,000 digital impressions***	**$9,950**
	¼ page + 150,000 digital impressions***	**$7,500**
	Banner	**$5,500**
	1/8 page	**$4,500**

***No minimum page view estimates.**
****No sightlines or approval on integrated content.**
***** Impressions offered 50% driving to integrated special report, 50% to advertiser site**