2027 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

EXPLORE ONTARIO-SUMMER EDITION

Integrated Special Reports are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe and Mail Content Studio, topics are informed by technology on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

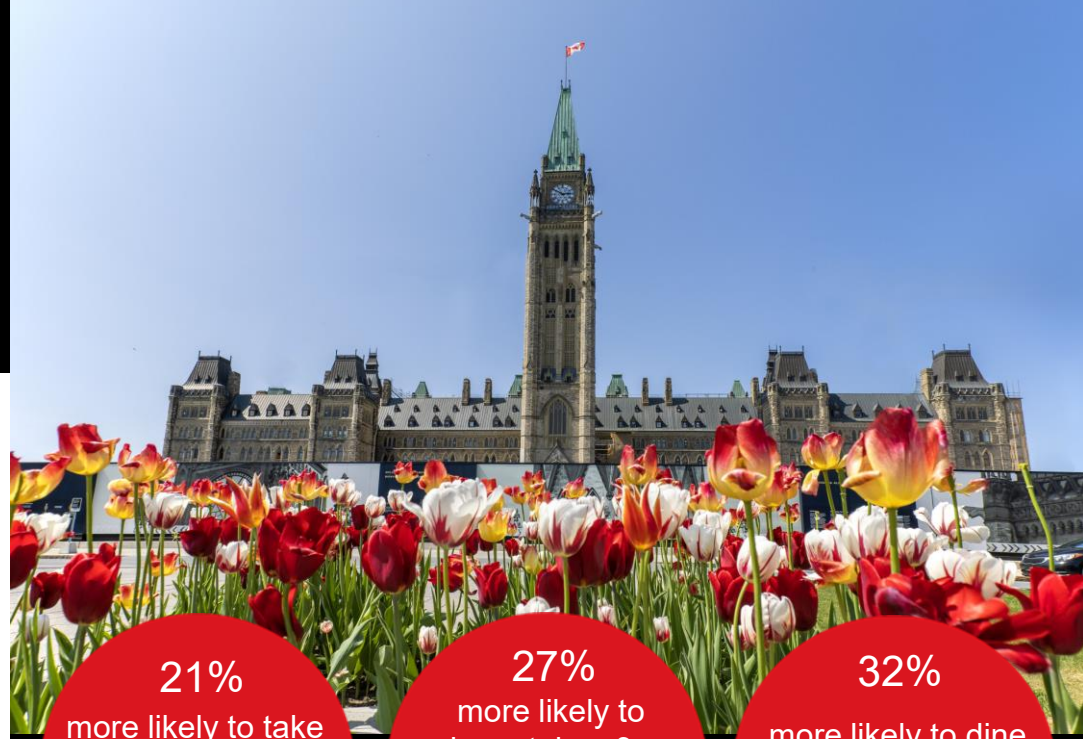
Ontario is full of extraordinary experiences waiting just beyond the next turn. As Canadians continue to embrace local travel, readers are seeking authentic escapes, memorable adventures, and new ways to experience the province.

Explore Ontario is The Globe and Mail's premier guide to discovering the best of the province. From vibrant city experiences and charming small towns to waterfront retreats, cultural attractions, and outdoor adventures, this visually rich feature inspires readers to plan their next road trip, or weekend getaway.

For destinations, attractions, tourism organizations, and hospitality brands, **Explore Ontario** offers a unique opportunity to connect with an affluent, highly engaged audience actively seeking travel inspiration and planning their next escape.

Put your destination on their map. Contact your Globe and Mail representative to reserve your advertising space.

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



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

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

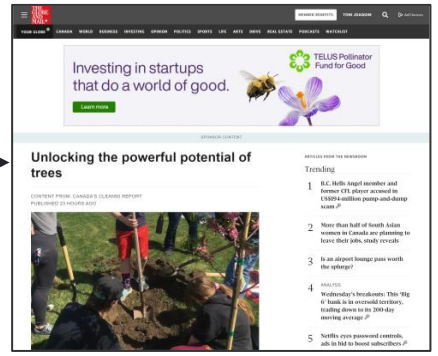
Standard Booking Deadline	Material Deadline	Publishing Date
April 14	May 5	Friday, May 21, 2027

INTEGRATED SPECIAL REPORT

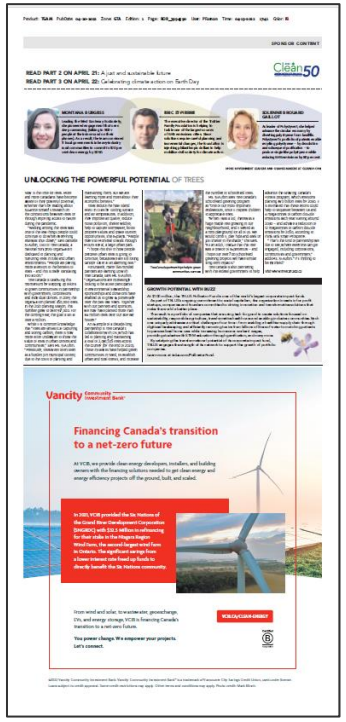
Your brand mentioned within the integrated report among participating advertisers



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**