2027 METRO INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

ONTARIO ARTS AND CULTURE

Integrated Special Reports are turnkey content solutions where advertisers can be mentioned in at least one story. Produced by Globe and Mail Content Studio, technology is used 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.

Arts and culture enriches the lives of *Globe and Mail* readers, who actively seek out inspiring experiences across Ontario. From world-class theatre, live music and festivals to immersive exhibitions, galleries and community celebrations, they are deeply engaged with the province's vibrant cultural landscape.

To help readers discover what's next, *The Globe and Mail* presents **Ontario Arts & Culture**, a report showcasing performances, exhibitions and events shaping the season. It offers curated recommendations, highlights emerging and established organizations, and celebrates the creativity of Ontario's Arts community.

For advertisers, this report provides an opportunity to connect with an affluent, engaged audience that values arts, entertainment and cultural experiences. Published **twice in 2027, in Spring and Fall**, each installment serves as a trusted guide to the season's must-see arts and cultural attractions.

To explore advertising opportunities, contact your Globe and Mail representative today.



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 on Fridays
March 3	March 24	April 9, 2027
September 1	September 22	October 8, 2027

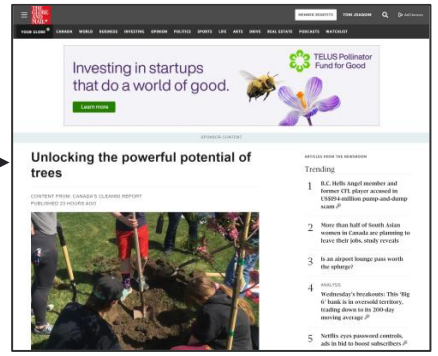
For additional information contact The Globe and Mail Advertising team advertising@globeandmail.com

INTEGRATED SPECIAL REPORT

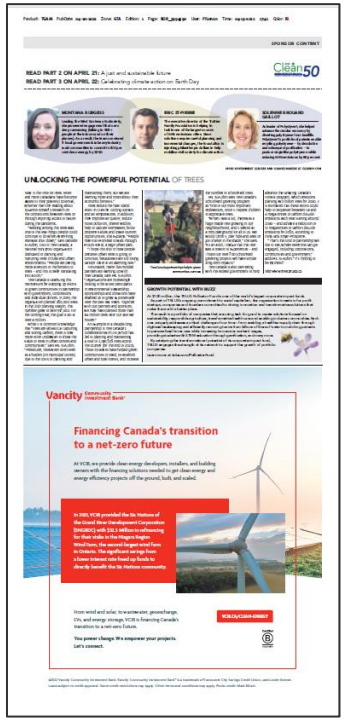
Your brand mentioned within the integrated report among participating advertisers



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**