2027 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

ONTARIO SUMMER SOCIAL GUIDE

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.

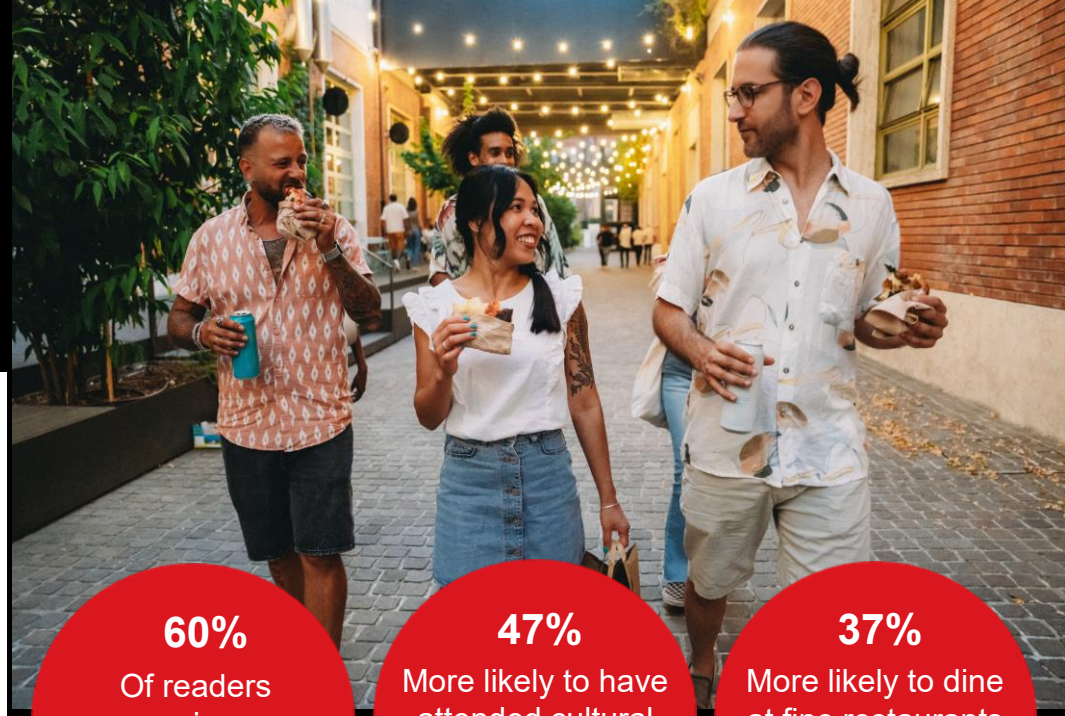
Summer in Ontario is a season of connection. Whether it's gathering friends around a backyard table, hosting family at the cottage, or heading out to enjoy the province's vibrant restaurants, patios, festivals, and live events, Ontarians embrace every opportunity to celebrate the season.

The *Ontario Summer Social Guide* will capture that spirit. Designed as an inspiring, consumer-focused roadmap to making the most of summer, the guide will highlight the products, places, flavours, and experiences that elevate warm-weather living. It will be friendly, approachable, and filled with ideas that feel both aspirational and achievable. Advertisers looking to connect with Globe and Mail readers won't want to miss this promotional opportunity.

Themes under consideration

Entertaining at Home: Outdoor dining, grilling, décor, backyard upgrades, and easy hosting tips
Going Out & Exploring: Ontario's best patios, restaurants, breweries, wineries, concerts, shows, festivals, and entertainment venues
Food, Drink & Lifestyle Inspiration: Seasonal recipes, cocktails, local ingredients, and lifestyle trends
Cottage & Cabin Living: Dockside meals, weekend hosting, outdoor gear, and cottage-friendly recipes

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



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

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

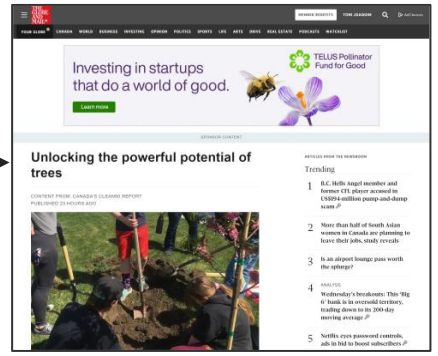
Booking Deadline	Material Deadline	Publishing Dates - Thursdays
May 27	June 17	June 24
June 24	July 15	July 22
July 22	August 12	August 19

INTEGRATED SPECIAL REPORT

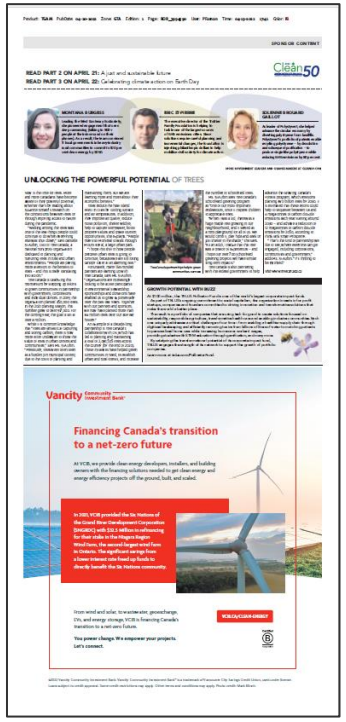
Your brand mentioned within the integrated report among participating advertisers



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**