THE GLOBE AND MAIL

2027 METRO INTEGRATED SPECIAL REPORT
DIGITAL AND NEWSPAPER

REIMAGINING RETIREMENT COMMUNITIES

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

As Canadians rethink what it means to grow older, retirement living is evolving beyond traditional care models. Today's older adults are seeking communities, services and solutions that support independence, wellbeing, social connection and peace of mind. **Reimagining Retirement Communities** explores how the sector is adapting to meet these changing expectations while helping families navigate lifestyle and care decisions.

Themes Under Consideration

The Longevity Lifestyle - How retirement communities are supporting active aging through wellness programs, lifelong learning, recreation and social engagement.
Connected Living - The growing role of technology, smart-home features, virtual healthcare and personalized services in enhancing safety, convenience and independence.
Finding the Right Fit - What retirees and their families should consider when evaluating retirement residences, care options, amenities, costs and community culture.

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



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

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

Sponsor Content (Premium Package) Booking Deadline	Standard Booking (Essential Package) Booking Deadline	Material Deadline	Publishing on Mondays
March 8	March 25	April 19	April 26
May 3	May 20	June 14	June 21
August 31	September 21	October 12	October 18
September 27	October 18	November 8	November 15

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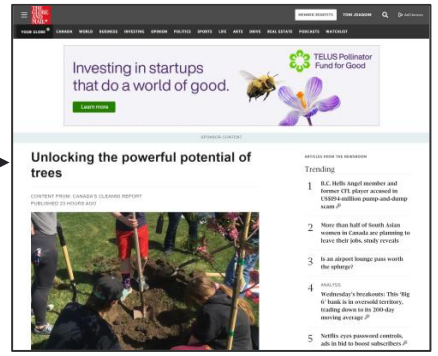
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

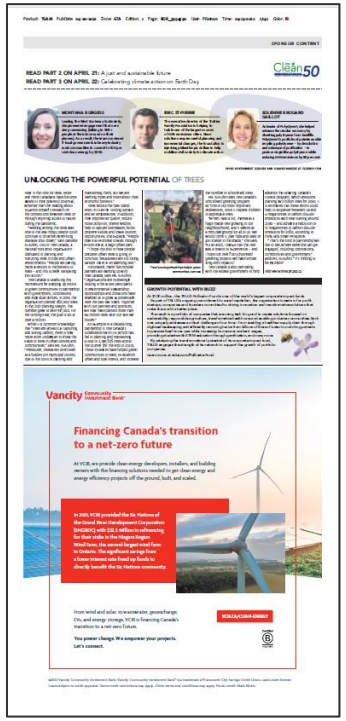
Your brand mentioned within the integrated report among participating advertisers



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**

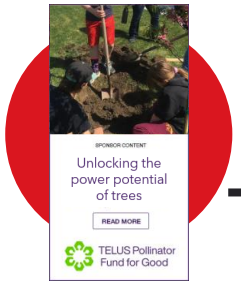
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

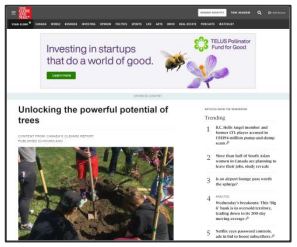
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery

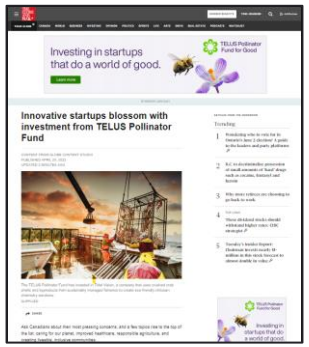


Standard Digital Traffic Driver



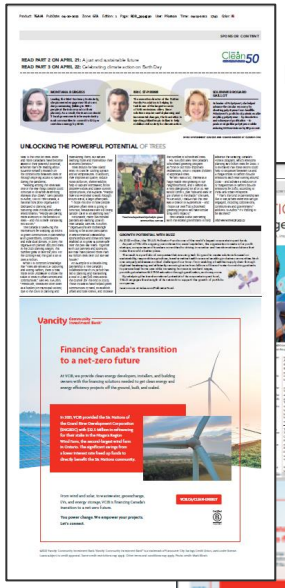
Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.





Digital Sponsor Content
Custom developed with the client

Print Integrated Special Report
brand ad adjacency, mention in article



Print Sponsor Content
Full sightlines in article with brand adjacent to report content



Package	Details	Investment (Metro)
Digital Only Package	➢ **DIGITAL INTEGRATED REPORT**: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➢ **DIGITAL SPONSOR CONTENT**: Minimum 2,500 – 3,200 page views for one article, custom developed with client**. • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social.	**$22,500**
Print + Digital Package	➢ **DIGITAL INTEGRATED REPORT:** As described above. ➢ **PRINT INTEGRATED REPORT AND SPONSOR CONTENT:** Full page or half page sponsor content adjacent to integrated report that includes brand mention.	**$30,000** (Metro full page) **$25,000** (Metro half page)

***No sightline or approval on integrated report content.**
****Full sightline and approval on sponsor content. 6 to 8-week lead time.**