2027 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

TASTE ONTARIO

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 providing data signals on what resonates and keeps readers engaged. It provides confidence that these are ideal environments to position your brand message.

Taste Ontario celebrates the people, places, and flavours that make Ontario a destination worth exploring. As culinary experiences continue to shape how Canadians travel, readers are looking beyond the menu to discover the farms, wineries, markets, restaurants, and artisans that bring communities to life.

Through engaging storytelling and inspiring visuals, this special report showcases the destinations, culinary creators, and food traditions that define Ontario's diverse and evolving food culture. From vineyard tours and farm-to-table dining to local festivals and hidden gems, *Taste Ontario* highlights experiences that invite readers to savour the province in new ways.

Reaching an affluent audience of food lovers, travellers, and experience-seekers, **Taste Ontario** offers a premium opportunity for destinations, producers, hospitality brands, and attractions to connect with readers actively seeking their next culinary adventure.

Inspire readers to discover Ontario, one taste at a time.



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
May 6	May 26	Friday, June 11, 2027

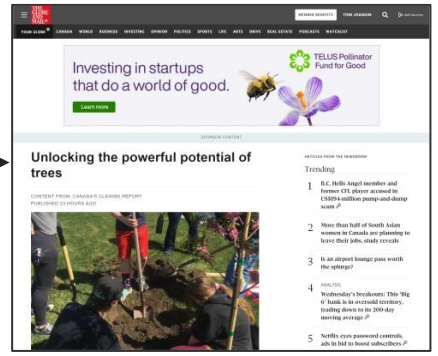
For more information, contact The Globe and Mail Advertising team advertising@globeandmail.com

INTEGRATED SPECIAL REPORT

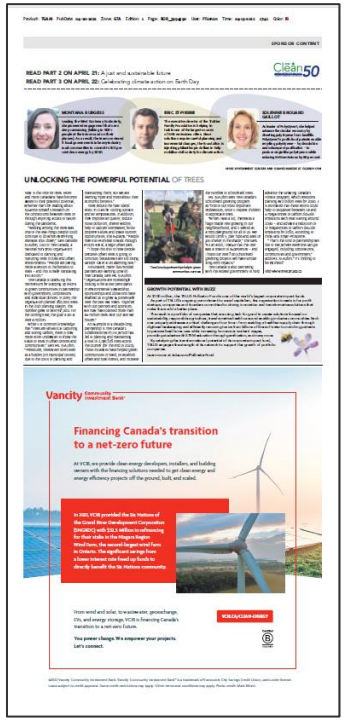
Your brand mentioned within the integrated report among participating advertisers



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**