



We elevate brands and drive their business results by delivering premium journalistic storytelling to high-value audience. Our working principles are curiosity, diversity and honesty.

Your message takes centre stage with Sponsor Content

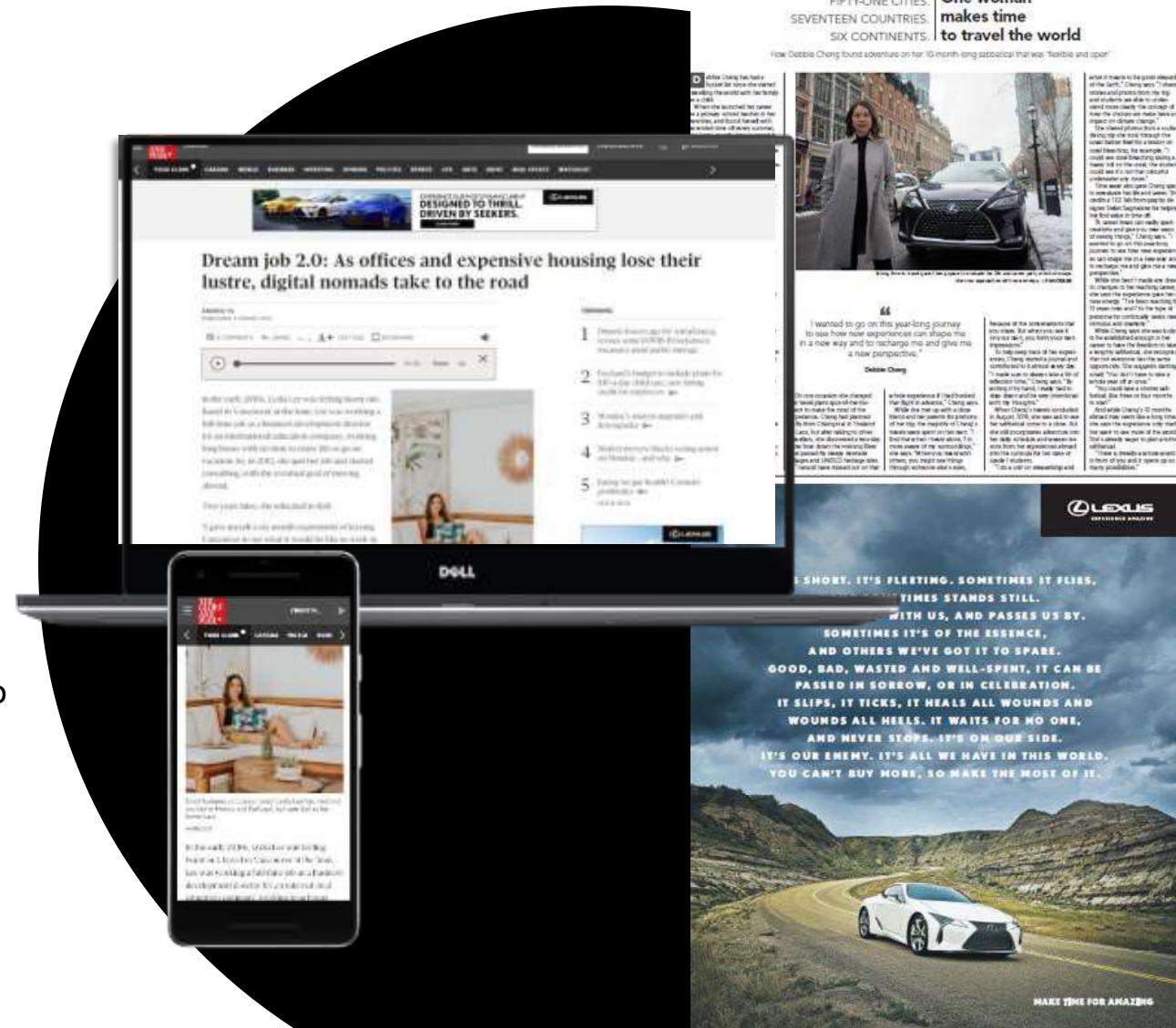
We approach sponsor content by weaving your brand and message into the storytelling with the same standards as The Globe and Mail's editorial journalism.

Globe Content Studio develops the ideal content strategy and contextual environment for your brand through compelling storytelling alongside third-party, non-competitive voices (where appropriate) in order to maintain authenticity and integrity.

We leverage proprietary insights from Sophi (our editorial content scoring tool) and Globe Insiders (our reader intelligence panel), in addition to category research, Google trend data and social listening to design a content solution that will resonate with readers and elevate your brand.

Advertisers have:

- Full insight, collaboration and approval of all content
- Logos on the Content Drivers to drive brand awareness over the 4 week promotion. Exclusive Ad Surround on respective article page
- Articles will be published on The Globe's website with "Sponsor Content" labelling
- All content is licensed for 2 years on behalf of clients and can be used for their owned channels.



SPONSOR CONTENT PARTNERSHIP

Story-telling Approach

With so many distinct places and experiences to enjoy in New York State, each participating partner will be part of the inspiration for the region focusing on their particular corner of the state.

Leveraging our Globe and Mail editorial insight on the top performing travel content that resonates with Canadians, such as [guides](#) to inspire trip planning, or highlighting particular regions (as seen [here](#) and [here](#)) – we will produce a series to showcase the variety of the region and why it should top the list for travel in 2023.

Each partner will be integrated into articles, based on level of participation.

