



PUBLICATION DATES:

March 21, 2017
May 23, 2017
November 30, 2017

GET INVOLVED BY:

February 28, 2017
May 2, 2017
November 9, 2017

MATERIAL DUE:

March 7, 2017
May 9, 2017
November 16, 2017

CONTEXTUAL PLACEMENT:

LIFE & BUSINESS

RATES:

REPORT AND FEATURE RATES APPLY

MORTGAGES

Buying a home is a topic of almost universal interest in Canada, making the desire to get the right mortgage more important than ever before. With new mortgage rules in place, Canadians are looking for guidance to help them navigate the process.

Throughout 2017, The Globe and Mail will produce a special Mortgages editorial series that will focus on advice for consumers looking for new or renewal mortgages. It will be indispensable reading for active buyers, sellers and interested readers alike.

Don't miss the opportunity to reach this audience during the key times they are in the mortgage market. Please speak to your Globe and Mail sales representative to learn more and reserve your space.

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports
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All reports and features offer comprehensive packages to reach audiences through targeted content. Plus, print, digital and social are offered with most opportunities. All reports and features hosted on globeandmail.com receive rotational one month promotion on the GAM.com homepage.

Click on the images for examples of our:



REACH YOUR MARKET*



IN PRINT...

1,218,000

WEEKDAY PRINT / PDF READERS

1,812,000

SATURDAY PRINT/PDF READERS



ONLINE... **

6.2 MILLION

MONTHLY UNIQUE VISITORS
(MONTHLY VISITORS)

The Globe newspaper connects you to **1.2 million** Adult 18+ readers every weekday***

3.9 million go to our website weekly for their news and information

Average net worth of Globe readers is **\$114K** (index 113)

2.5 million of our print & digital readers have one or more mortgages

Readers are **1.5 times more likely** to have investment properties

*Source: Vividata Q1 2016

**Source: comScore Q2 2016

***Source: Vividata Q2 2016 A18+ National

ADVERTISING RATES

Bundle digital and newspaper to make the most of your ad buy:

- › Globe and Mail readers spend 3+ minutes per special article; more time for your ad to be seen
- › Low newspaper and digital duplication; include both to maximize reach
 - 63% of National digital readers don't read the paper
 - 54% of National Globe newspaper readers don't access the website
 - 63% of Ontario digital readers don't read the print paper
 - 55% of Ontario Globe newspaper readers don't access the website

Source: Vividata Q1 2016 – Age 18+; Moat Analytics

Editorial Reports and Advertising Features are offered to advertisers in bundled print and online packages. Digital impressions can appear on desktop and mobile web, and be extended across the Globe Alliance family of premium partners. Speak to your Globe and Mail account representative to learn more.

STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)

FULL PAGE 10 columns x 280 agates 9.88" x 20.0"	2/3 PAGE 10 columns x 187 agates 9.88" x 13.36"	1/2 PAGE 10 columns x 140 agates 9.88" x 10.0"	1/3 PAGE 10 columns x 93 agates 9.88" x 6.64"	1/4 PAGE 5 columns x 140 agates 4.86" x 10.00"	1/8 PAGE 5 columns x 70 agates 4.86" x 5.00"	BANNER 10 columns x 47 agates 9.88" x 3.36"

STANDARD DIGITAL FEATURES

CONTENT PROMOTION WITH BRANDING

DESKTOP & TABLET

- › Offered for Editorial Reports and Advertising Features.
- › 300 x 600 audience engagement format.
- › Top 300x250 features special section advertiser.
- › Bottom 300x350 features up to four links to articles
- › Globe and Mail homepage promoted.

MOBILE WEB

- › Offered for Editorial Reports and Advertising Features.
- › Offered in 300 x 450 engagement format.
- › Top 300 x 250 features special reports advertiser.
- › Bottom 300 x 200 features link(s) to articles.

ARTICLE PAGES

- › Offered for Editorial Reports and Advertising Features.
- › Includes equal share of voice of one leaderboard, one big box as roadblock.

MAIN REPORT LANDING PAGE

- › Offered for Advertising Features.
- › Features all report articles from the special section. Includes equal share of voice of one leaderboard and one big box as roadblock.

This screenshot shows a desktop website layout with various content blocks. Callouts indicate 'Brand Ad' positions at the top and bottom, and 'Content Links' positions on the right side of the page.

A simplified diagram of a desktop layout showing a central 'Content Links' area flanked by 'Brand Ad' areas at the top and bottom.

This screenshot shows an article page layout. A 'Leaderboard' is located at the top, and a 'Big Box' is positioned on the right side of the article content.

This screenshot shows a main report landing page layout. It features a 'Leaderboard' at the top and a 'Big Box' on the right side, alongside a list of report articles.