### THE GLOBE AND MAIL\*



#### **PUBLICATION DATES:**

Monday, March 20, 2017 Monday, June 19, 2017 Monday, October 2, 2017

#### **GET INVOLVED BY:**

Monday, February 27, 2017 Monday, May 29, 2017 Monday, September 11, 2017

#### **MATERIAL DUE:**

Monday, March 6, 2017 Monday, June 5, 2017 Monday, September 18, 2017

#### **CONTEXTUAL PLACEMENT:**

LIFE & NEWS

#### **RATES:**

**REAL ESTATE COLLECTION RATES** 

# REAL ESTATE COLLECTION

Three times a year, The Globe and Mail's Real Estate Collection provides an insider's look into the exciting and diverse range of properties available in the Greater Toronto Area.

Read the stories behind high-end condos in the most desirable neighbourhoods, discover where to find unique midrise and townhouse residences, and peek inside spectacular detached homes in the city, suburbs and beyond in this elegant tabloid.

The Real Estate Collection, published as a beautiful 24-page glossy tabloid and distributed with The Globe and Mail's Metro Edition, is the ideal advertising medium for real estate professionals and businesses that appeal to home-buyers.

Don't miss your chance to be seen in the exciting opportunity. Please speak to your Globe and Mail advertising representative.

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports kryder@globeandmail.com

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.

We've had a long history of producing engaging print and digital features.

Click the image at right to view.





#### **REACH YOUR MARKET\*\***



IN PRINT...

664,000

953,000

SATURDAY READERS

Source: Vividata Q1 2016



#### **3.1 MILLION**

MONTHLY UNIQUE VISITORS (MULTI-PLATFORM)

Source: comScore Q1 2016

# THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES\*

- The Globe Metro edition connects you to 620,000 Adult 18+ readers every weekday.
- **1.8 million** go to our website weekly for their news and information.
- **180,000** of our print & digital readers have homes valued at over \$1 million.
- 278,000 readers also own a vacation home
- **207,000** plan to purchase real estate in the next 12 months, and 167,000 plan to use an agent.

Source: Vividata Q2 2016 A18+ Metro Edition Markets

#### **CONSUMER TABLOID**

## Bundle digital and newspaper to make the most of vour ad buv:

- 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

#### ADVERTISING RATES (NET - METRO EDITION)

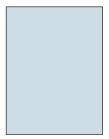
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\* INCLUDES 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP AND MOBILE WEB.

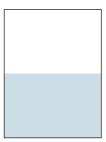
ALL REMAINING RATES INCLUDE 150,000 DIGITAL IMPRESSIONS.
DIGITAL IMPRESSIONS CAN BE EXTENDED ACROSS GLOBE ALLIANCE.

IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

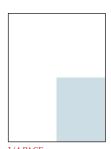
#### STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)



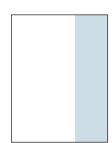
FULL PAGE LIVE: 236mm w x 251 mm d 9.29"w x 9.88"d



1/2 PAGE LIVE: 236mm w x 125 mm d 9.29"w x 4.92"d



1/4 PAGE LIVE: 116mm w x 125 mm d 4.56"w x 4.92"d



1/3 PAGE LIVE: 76mm w x 251 mm d 2.99"w x 9.88"d

#### STANDARD DIGITAL FEATURES

#### CONTENT PROMOTION WITH BRANDING

#### **DESKTOP & TABLET**

- **>** Offered for Editorial Reports and Advertising Features.
- > 300 x 600 audience engagement format.
- **Y** 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.
- **Y** 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.



