

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE

THE GLOBE AND MAIL



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Potential bubbles and meltdowns, offshore investment, unaffordability and interest rate uncertainty – when we look at Canada’s housing markets, it’s easy to find plenty to worry about. But for most of us, owning a home is about lifelong dreams and goals: having a place to call our own, without being financially overextended, and – when we sell – the hope of capturing some equity for our next home and eventually our retirement.



GOING LIVE IN PRINT AND ONLINE:

APRIL 24, 2017
AUGUST 17, 2017
OCTOBER 27, 2017

GET INVOLVED BY:

MARCH 13, 2017
JULY 5, 2017
SEPTEMBER 15, 2017

MATERIALS DUE:

APRIL 17, 2017
AUGUST 10, 2017
OCTOBER 20, 2017

Proposed editorial highlights:

STRATEGY. How should home purchase decisions influence one’s overall financial planning strategy? We ask the experts.

ADVICE. Experts share their views on the latest mortgage products and solutions that present the best opportunities for saving money and building wealth.

INVESTMENT. From choosing the right home inspector to securing adequate insurance coverage, learn how to best protect one’s home investment.

RENOVATIONS. We discuss with experts how a well-planned renovation can pay satisfying dividends.

OPPORTUNITY. As home prices fluctuate we explore what opportunities exist for home buyers, sellers, and those looking for investment possibilities.

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

Our weekday readers are:

64% more likely to be senior managers/owners

31% more likely to be professionals

2x as likely to have household incomes of \$200,000+

REACH YOUR MARKET**



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1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

3.6 million

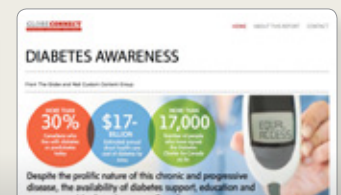
UNIQUE MOBILE VISITORS



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See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



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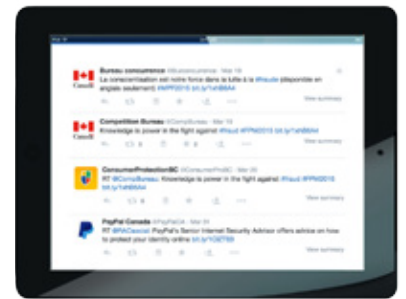
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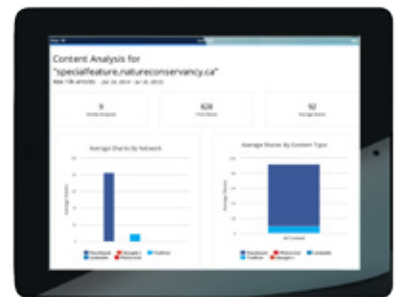
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