

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



HOME RENOVATION

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

When they are properly planned and executed, home renovations are some of the most accessible and impactful ways of increasing the value and enjoyment of a property. Whether renovations serve to meet the changing needs and preferences of the residents or are undertaken to boost the home's resale value, sound planning and expert advice can help to maximize their value and minimize challenges.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 29, 2018

GET INVOLVED BY:
OCTOBER 18, 2018

MATERIALS DUE:
NOVEMBER 15, 2018

Proposed topic highlights:

FINANCING AND ADVICE. What are some of the ways to finance a home renovation and where can Canadians get sound advice?

MATERIALS AND SUPPLIES. The home improvement supplies market is hotly competitive. Where are the best places to look for quality, service and prices?

GREENING YOUR HOME. We explore the benefits of upgrades that affect the environmental and energy performance of homes.

AGING IN PLACE. What are some of the renovations that give Canadians a better chance to remain in their own home comfortably and safely, either living independently or with caregiver support?

APPLIANCES AND HOME ENTERTAINMENT. We highlight options for upgrading appliances and home entertainment equipment.

GARDEN ESSENTIALS. We highlight expert advice for making the most of your garden.

REACH YOUR MARKET



IN PRINT...

1,168,000

WEEKDAY READERS (National)*

666,000

WEEKDAY READERS (Ontario)*

997,000

SATURDAY READERS (Ontario)*



ONLINE...

7,000,000

UNIQUE VISITORS EVERY MONTH
(Globe and Mail multi-platform)†

WITH POWERFUL INTERACTIVITY
RESULTS:

35% higher reading time:
over 2 minutes on special report
articles vs. GAM site average ††

3x higher CTR:
on ads next to content vs. GAM site
and Canadian average ††



**+ Increase your reach and
audience with SOCIAL
MEDIA AMPLIFICATION...**

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.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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HOME RENOVATION



PRINT

DIGITAL

SOCIAL

CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.



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OR for added global visibility, publish on a custom special feature website:



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- > STRATEGY > DAILY UPDATES

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- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS

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