

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

For many Canadians, buying a home is the biggest financial decision they make, and a solid strategy and expert advice can help to navigate housing market issues like interest rate uncertainty, unaffordability or potential bubbles. For most Canadians, it is a lifelong goal to own a home as a place to live and a step towards building equity and financial stability.



**GOING LIVE IN PRINT AND ONLINE:**

JUNE 19, 2018  
AUGUST 29, 2018  
OCTOBER 26, 2018

**GET INVOLVED BY:**

MAY 15, 2018  
JULY 11, 2018  
SEPTEMBER 7, 2018

**MATERIALS DUE:**

JUNE 4, 2018  
AUGUST 15, 2018  
OCTOBER 12, 2018

**Proposed topics:**

**STRATEGY.** How should home purchase decisions fit into one's overall financial planning strategy?

**FIRST-TIME HOMEBUYERS.** What is the best advice for Canadians who are looking for their first home?

**ADVICE AND ONLINE TOOLS.** Experts share their views on mortgage solutions and online tools that can help identify the best path forward.

**INVESTMENT.** From choosing the right home appraiser and inspector to securing adequate insurance coverage, learn how to best protect your home investment.

**RENOVATIONS AND GREEN UPGRADES.** We explore how a well-planned renovation and green technology can pay satisfying dividends.

**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**



IN PRINT...

**1,298,000**

WEEKDAY READERS

**1,864,000**

SATURDAY READERS



ONLINE...

**6,584,000**

UNIQUE VISITORS EVERY MONTH

**3.6 million**

UNIQUE MOBILE VISITORS



**+ 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](mailto:rdeacon@globeandmail.com)

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## MORTGAGES



### PRINT

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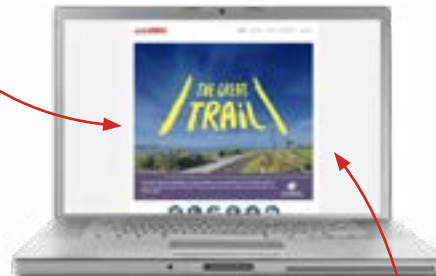
### DIGITAL

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### SOCIAL

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- > STRATEGY > DAILY UPDATES

PLUS



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- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS