

# HOME DÉCOR



**PUBLICATION DATES:** Saturdays, April 27 and October 19  
**GET INVOLVED BY:** Saturdays, March 29 and September 20  
**MATERIAL DUE:** Fridays, April 6 and September 27

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

Globe and Mail readers not only have the desire but also the means to decorate their homes. To help them plan, budget and execute their next home decorating or cosmetic renovation project, The Globe and Mail is pleased to offer the beautiful Home Décor feature.

Home Décor provides an excellent opportunity for our advertising partners, across design, décor, furnishings, home entertainment and more, to connect with these outstanding customers. Please speak with your Globe and Mail Account Manager to learn more.

For additional information, contact  
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**REACH YOUR TARGET  
METRO**

ONLINE

**2.1 MILLION**

WEEKLY DIGITAL READERS

IN PRINT

**516,000**

WEEKDAY PRINT READERS

**927,000**

SATURDAY PRINT READERS

Source: Vividata Fall 2018 Metro Edition Total readers

THE GLOBE AND MAIL  
DELIVERS YOUR BEST AUDIENCE:

- 498,000 Globe Metro print + digital readers plan to purchase furniture this year
- Annually, they spend a total of \$1.3 billion on furniture plus another \$565 million on home accessories

Source: Vividata Fall 2018 readership study Metro

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

Source: Omniture, Doubleclick

## Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

#### DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL	METRO
FULL PAGE	\$22,600	\$17,800
TWO-THIRDS (2/3) PAGE	\$16,062	\$13,189
HALF (1/2) PAGE	\$12,800	\$10,644
THIRD (1/3) PAGE	\$9,531	\$8,094
QUARTER (1/4) PAGE	\$7,900	\$6,822
BANNER	\$6,290	\$4,666***
EIGHTH (1/8) PAGE	\$5,083	\$3,724***

\*\*\*Include no Digital Impressions.

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, WHERE APPLICABLE.

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

For more information, please contact your  
Globe and Mail Sales Representative