

# Home renovations



**PUBLICATION DATE: Thursday May 16th**  
**GET INVOLVED BY: Thursday, April 4th**  
**MATERIAL DUE: Thursday, May 2nd**

A home often represents the largest asset Canadians hold during their lifetimes, so maintaining, boosting or leveraging its value can be an important component of an overall financial strategy. Home renovation is one of the most accessible and impactful ways for increasing a property's value as well as meeting the changing needs of its inhabitants.

## Proposed topics:

**FINANCING AND ADVICE** – Sound advice for financing home renovations.

**SUPPLIES AND APPLIANCES** – Go-to places for finding quality materials and appliances.

**GREEN UPGRADES** – Improving environmental and energy performance.

**PROFESSIONAL HELP** – Leading professionals for home renovation success.

**GARDEN ESSENTIALS** – Making the most of your garden.

## GET INVOLVED TODAY. CONTACT:

**RICHARD DEACON, Project Manager, [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)**

## REACH YOUR TARGET

IN PRINT

**1,148,000**

READERS IN THE PRINT EDITION

**1,730,000**

READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE

**7 MILLION**

MONTHLY UNIQUE VISITORS

(Globe and Mail multi-platform)

Source: com Score Q 2 2017

**THE GLOBE AND MAIL DELIVERS  
YOUR BEST AUDIENCE:**

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

[Click on the report below to see  
a previous feature on this topic](#)



## 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

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

#### DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

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

For more information, please contact your  
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