

LUXURY REAL ESTATE



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GET INVOLVED BY: Friday, February 1, May 10, & September 27, 2019
MATERIAL DUE: Friday, February 8, May 17, & October 4, 2019

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Real estate is a hot topic in Canada's most active real estate markets. The Globe and Mail's Luxury Real Estate feature highlights the Greater Toronto Area's most distinguished and exclusive homes and condos through compelling stories and beautiful photographs.

This must-read feature showcases the most exquisite and exclusive real estate the GTA has to offer, from stunning condominium residences in the most sought after buildings, superbly designed townhouses and breathtaking estate homes.

Luxury Real Estate will cater to successful, sophisticated and affluent Globe and Mail readers, who are the type of discerning buyers seeking the highest standard of luxury and the most prestigious neighbourhoods when they purchase a home.

For additional information, contact
KEITH RYDER, Special Reports Associate kryder@globeandmail.com

REACH YOUR TARGET

ONLINE
Metro Edition
2.1 MILLION

WEEKLY DIGITAL READERS
Source: Vividata Fall 2018 Metro Edition Total readers

PRINT
Metro Edition

927,000

SATURDAY PRINT READERS
Source: Vividata Fall 2018 Metro Edition Total readers

CONNECT WITH MORE PROSPECTS...

- 165,000 readers have homes valued at \$1 million or more
- 24,000 have homes valued at \$2 million or more
- 96,000 Globe readers in the GTA are planning to sell/change their principal home in the next 12 months.

Source: Vividata Fall 2018 GTA Readership Print + Digital Weekly

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)

REAL ESTATE

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

METRO EDITION

FULL PAGE	\$13,100
HALF (1/2) PAGE	\$ 8,000

INCLUDES 300,000 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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