

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



MORTGAGES AND HOME-OWNERSHIP

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:
NOVEMBER 30, 2018

GET INVOLVED BY:
OCTOBER 19, 2018

MATERIALS DUE:
NOVEMBER 16, 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.

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 ††

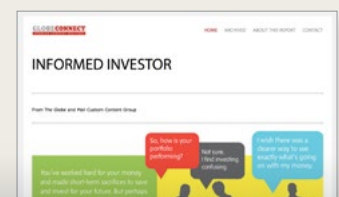
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

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

MORTGAGES AND HOME-OWNERSHIP



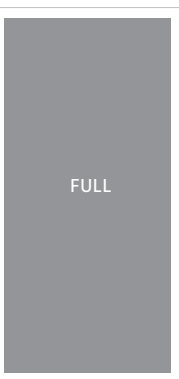
PRINT

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.

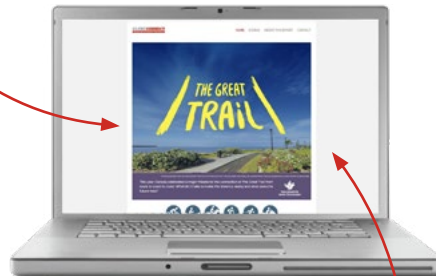


PUBLISH

See your special feature content housed in the globeandmail.com special features hub:

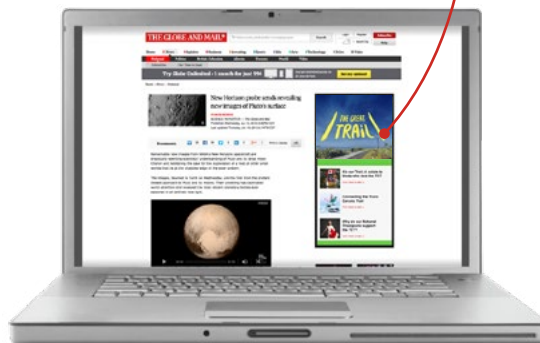


OR for added global visibility, publish on a custom special feature website:



ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:

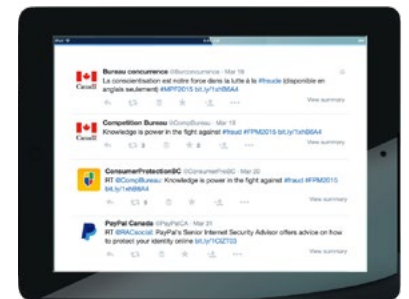


AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

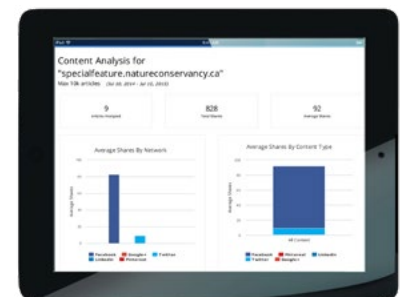
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS