

# SPRING REAL ESTATE



**PUBLICATION DATE:** Saturday, May 4, 2019

**GET INVOLVED BY:** Friday, April 5, 2019

**MATERIAL DUE:** Friday, April 12, 2019

**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

The demand for real estate in the GTA has been red hot for well over a decade and is expected to remain so for the near future.

There are hundreds of thousands of millennials looking to purchase their first home and many others looking to move up, purchase recreational or investment properties.

To help readers navigate the busy spring market, The Globe and Mail will publish a Spring Real Estate feature that will analyze and inform readers about trends, opportunities and pitfalls when looking to buy or sell in 2019.

Builders and resale brokers should use this opportunity to reach the Globe and Mail affluent audience with their unique real estate offerings.

For additional information, contact

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## 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...

- 76% of Globe readers are home owners
- 155,000 readers are planning to sell/change their principal home in the next 12 months
- The average value of their home is \$630,000 – 5% more than the average home

Source: Vividata Fall 2018 Metro Edition 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

<b>FULL PAGE</b>	\$10,500
<b>HALF (1/2) PAGE</b>	\$6,500

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  
Globe and Mail Sales Representative