

HOME DÉCOR



PUBLICATION DATES: Saturdays, April 27 and October 19

GET INVOLVED BY: Friday, March 29 and September 20

MATERIAL DUE: Fridays, April 5 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

	METRO
FULL PAGE	\$9,900*
TWO-THIRDS (2/3) PAGE	\$7,500*
HALF (1/2) PAGE	\$5,500*
THIRD (1/3) PAGE	\$4,000**
QUARTER (1/4) PAGE	\$2,900**
EIGHTH (1/8) PAGE	\$1,900***

* INCLUDES 150,000 IMPRESSIONS.
** INCLUDES 100,000 IMPRESSIONS.
*** INCLUDES 50,000 IMPRESSIONS.
ALL REMAINING RATES INCLUDE 300,000 DIGITAL IMPRESSIONS.
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
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