

# LUXURY REAL ESTATE



**PUBLICATION DATE:** Saturday, March 2, June 8, & October 26, 2019  
**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  
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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...

- 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

<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

# Globe and Mail Performance Opportunities

Increase and expand awareness of your offerings during peak selling seasons by driving Globe and Mail readers to your location and website.

The Globe and Mail will work with you to build out a cost effective solution utilizing a PPC and/or an SEM campaign that will guarantee a set amount of clicks on your digital ads from Globe and Mail readers that have the means and desire to buy.



## PERFORMANCE PACKAGES

Canada targeting or regional targeting

### TARGETING

Canada or regional:  
Globe and Mail, Globe Alliance, Hearst, and  
Globe Audience

### DELIVERY OPTIONS

- A) Fixed delivery over set time frame eg. 2 – 3 weeks
- B) Instant campaign over 2 or 3 day period

### INVESTMENT OPTIONS

- A) 2,500 clicks  
\$4.00 CPC  
3,125,000 estimated impressions  
- \$10,000 -
- B) 800 clicks  
\$4.00 CPC  
1,000,000 estimated impressions  
- \$3,200 -

**OUTPERFORM THE COMPETITION!**