

# MORTGAGES



**PUBLICATION DATES:** Monday, March 18 & Sept. 23, 2019

**GET INVOLVED BY:** Monday, Feb. 25 & Sept. 2, 2019

**MATERIAL DUE:** Monday, March 4 & Sept. 9, 2019

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

Buying a home is a topic of almost universal interest in Canada, making the desire to get the right mortgage more important than ever before. Globe and Mail readers are more than likely to own their own home, a second vacation home and an investment property than an average Canadian.

With interest rates on the rise, new mortgage rules implemented, and a changing market, especially in Canada's largest cities, Canadians are looking for guidance to help them navigate the process.

The Globe and Mail will produce two Mortgage editorial special reports that will focus on advice for consumers looking for new or renewal mortgages.

For additional information, contact

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## REACH YOUR TARGET

ONLINE

National

**4.3 MILLION**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

**18.6 MILLION**

MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

PRINT

National Edition

**848,000**

WEEKDAY PRINT READERS

### CONNECT WITH MORE PROSPECTS:

- 76% of Globe Readers are home owners
- 343,000 of them plan to sell their current home and buy another in the next year (index 119)
- 209,000 will be buying their first home in the next year (index 128)

Source: Vividata Fall 2018 readership study National

### 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

# NEWSPAPER AND DIGITAL

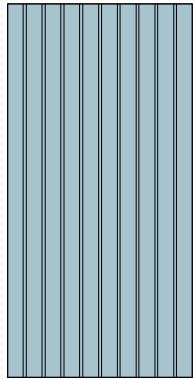
## Editorial Reports



2019

### ADVERTISING OPTIONS

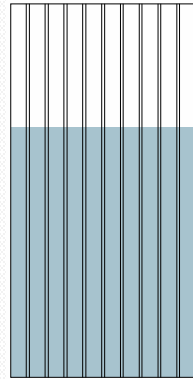
PRINT



**FULL PAGE**

**National (gross)**  
\$32,674  
**Metro (gross)**  
\$25,599

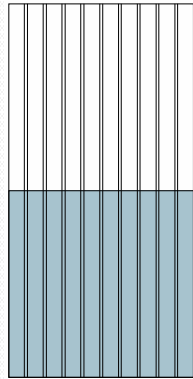
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

**National (gross)**  
\$24,709  
**Metro (gross)**  
\$19,098

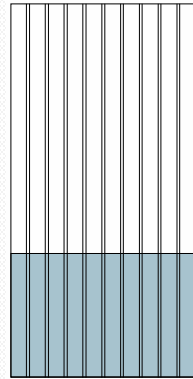
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**1/2 page**

**National (gross)**  
\$20,599  
**Metro (gross)**  
\$15,855

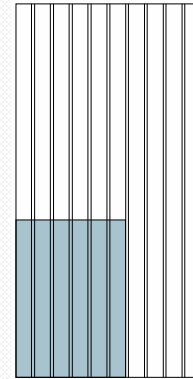
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**1/3 page**

**National (gross)**  
\$14,810  
**Metro (gross)**  
\$11,364

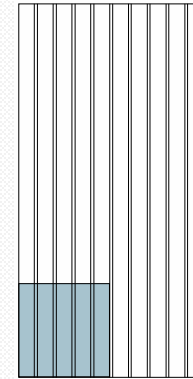
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**1/4 page**

**National (gross)**  
\$14,755  
**Metro (gross)**  
\$9,742

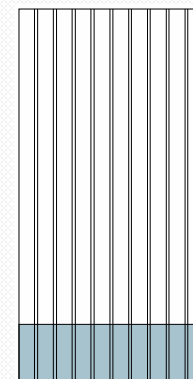
10 columns x 117 agates  
5.30" x 8.36"



**1/8 page**

**National (gross)**  
\$9,668  
**Metro (gross)**  
\$7,306

6 columns x 58 agates  
5.30" x 4.14"



**BANNER**

**National (gross)**  
\$10,726  
**Metro (gross)**  
\$8,141

10 columns x 47 agates  
8.97" x 3.36"

DIGITAL

### 500,000 impressions

- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

**NEXT-TO-CONTENT IMPRESSIONS:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**CO-BRANDED IMPRESSIONS:** 300 x 600 contextual placement on Globe and Alliance.

Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

