

# FALL REAL ESTATE



## **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 fall market, The Globe and Mail will publish a Fall Real Estate feature that will analyze and inform readers about trends, opportunities and pitfalls when looking to buy or sell.

Builders and resale brokers should use this opportunity to promote their unique real estate offerings to The Globe and Mail's affluent audience.

To learn more and to book your space, please speak with your Globe and Mail advertising sales representative today.

For additional information, contact

**KEITH RYDER**, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

**INTEGRATED CONTENT FEATURES**  
ARE TURNKEY ADVERTORIAL  
SOLUTIONS. PARTICIPATING  
ADVERTISERS CAN BE  
MENTIONED/QUOTED WITHIN CONTENT  
SPACE.

## **REACH YOUR TARGET**

### PRINT

**Globe and Mail Metro Edition**  
**877,000 Saturday print readers**

Source: Vividata Spring 2019, Ontario, minus Ottawa/Gatineau

### DIGITAL

**Globe and Mail Digital Metro**  
**2,000,000 weekly digital readers**

Source: Vividata Spring 2019, Weekly cumulative digital. Ontario, minus Ottawa/Gatineau

## **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

**PUBLICATION DATE:** Friday, October 23rd, 2020  
**GET INVOLVED BY:** Friday, September 25th, 2020  
**MATERIAL DUE:** Friday, October 2nd, 2020

## Integrated Content Features – Advertising Rates (net)

### REAL ESTATE

#### ADVERTISING OPTIONS

Integrated 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 sponsor content.
  - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- INTEGRATED CONTENT AND 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.
- INTEGRATED AND SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

#### METRO EDITION

FULL PAGE + DIGITAL	\$10,500
HALF (1/2) PAGE +DIGITAL	\$6,500

RATES INCLUDE 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.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL

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!**