

LUXURY REAL ESTATE



Issue Date	Ad Close	Material Deadline
March 7 2020	February 7 2020	February 14 2020
June 6 2020	May 8 2020	May 15 2020
October 24 2020	September 25 2020	October 2 2020

Note: all publishing dates are Saturdays

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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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 cume 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

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	\$13,100
HALF (1/2) PAGE	\$ 8,000

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 Account Manager

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!