

LUXURY REAL ESTATE



INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

As many of the COVID 19 restrictions are lifted in the GTA, the real estate market is starting to open up. Builders and brokers are able to invite buyers back that are looking for luxury homes and condos.

To help readers stay informed The Globe and Mail's Luxury Real Estate feature will highlight 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

KEITH RYDER, Special Reports Associate 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 come 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!