

MORTGAGES

Issue Date

March 16 2020
May 12 2020
September 14 2020
December 7 2020

Ad Close

February 24 2020
April 21 2020
August 24 2020
November 16 2020

Material Deadline

March 2 2020
April 28 2020
August 31 2020
November 23 2020

Note: all above issue dates are Mondays



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 four Mortgage editorial special reports that will focus on advice for consumers looking for new or renewal mortgages.

**EDITORIAL SPECIAL REPORTS
ARE TURNKEY CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE STRONG
CONNECTION BETWEEN ADVERTISER
AND READER**

REACH YOUR TARGET

ONLINE: National
Globeandmail.com

4.6 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Fall 2019 National Total

Globe Alliance

20.2 MILLION

MONTHLY UVS

Source: comScore Q2 2019 average, multi-platform

PRINT: National Edition

899,000

WEEKDAY PRINT READERS

1,666,000

SATURDAY PRINT READERS

Source: Vividata Spring 2019 National Total readers

ACHIEVE POWERFUL 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

For additional information, contact

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NEWSPAPER AND DIGITAL

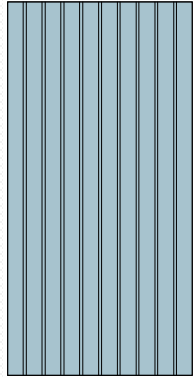
Editorial Special Reports



2020

ADVERTISING OPTIONS

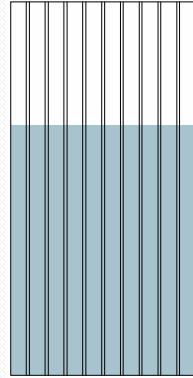
PRINT



FULL PAGE

National (net)
\$27,900
Metro (net)
\$21,800

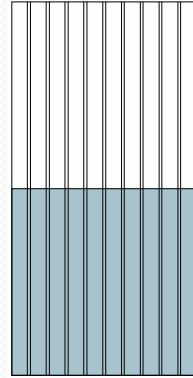
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8.97" x 20.0"



2/3 page

National (net)
\$21,000
Metro (net)
\$16,300

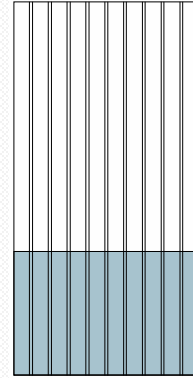
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1/2 page

National (net)
\$17,500
Metro (net)
\$13,500

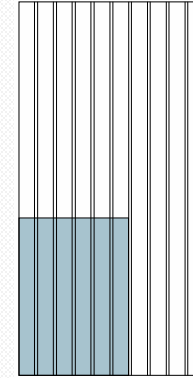
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1/3 page

National (net)
\$12,600
Metro (net)
\$9,700

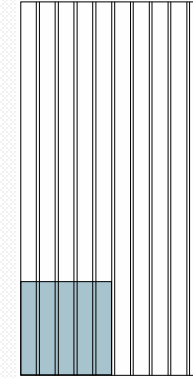
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8.97" x 6.64"



1/4 page

National (net)
\$12,500
Metro (net)
\$8,300

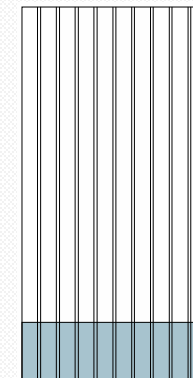
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$8,300
Metro (net)
\$6,200

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$9,100
Metro (net)
\$6,900

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

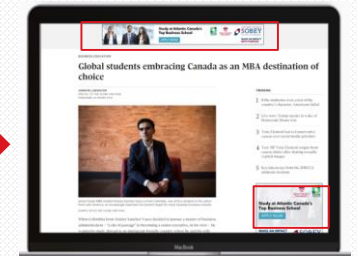
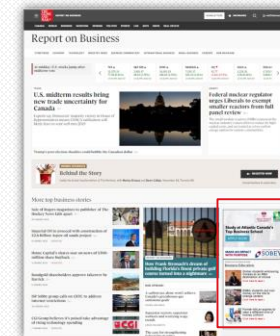
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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.



AUDIENCE ENGAGEMENT UNITS

ARTICLES WITH ADJACENT ADS

Note: All rates are net, agency fees are additional

