

FALL REAL ESTATE



Advertising Commitment	Material Deadline	Print/Digital Publication Date
August 27, 2021	September 3, 2021	Friday, September 24, 2021

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Residential real estate in the GTA remains in high demand and there is no sign of it slowing down. And, as the population continues to grow, home and condo prices also increase.

Strain on inventory is not stopping hundreds of thousands of millennials from entering the market or limiting 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.

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: Metro Edition
592,000

WEEKDAY PRINT READERS
Source: Vividata Fall 2020, Ontario, A14+

ONLINE: Ontario
4.2 MILLION MONTHLY UVs
Source: Comscore Media Metrix Multi Platform, Ontario, Jul-Sep 2020 (Q3) Average

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 traffic driver 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 + 300,000 IMPRESSIONS~~ \$10,500

~~HALF (1/2) PAGE +300,000 IMPRESSIONS~~ \$6,500

IMPRESSIONS DELIVERED AS TRAFFIC DRIVER UNITS, RUNNING ACROSS DESKTOP AND MOBILE. 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