

2021 METRO  
INTEGRATED  
CONTENT FEATURE

PRINT AND DIGITAL  
NEWSPAPER

# LUXURY REAL ESTATE

Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
May 20 <sup>th</sup> , 2021	May 27 <sup>th</sup> , 2021	Friday, June 18th, 2021
October 1st, 2021	October 8th, 2021	Friday October 29th, 2021

**INVESTMENT:** INTEGRATED CONTENT/CONTRACT RATES APPLY

As COVID 19 continues to disrupt many aspects of our daily lives, the higher end real estate market stays buoyant. That's why Luxury Real Estate continues to be essential reading for Torontonians looking to learn more about buying and selling. 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 to superbly designed townhouses and breathtaking estate homes. All is interspersed with compelling stories and beautiful photographs. Luxury Real Estate will cater to successful, sophisticated and affluent Globe and Mail readers seeking the highest standard of luxury and the most prestigious neighbourhoods.

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

THE  
GLOBE  
AND  
MAIL

Media  
Group

## 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	\$13,100
HALF (1/2) PAGE +300,000 IMPRESSIONS	\$8,000

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