

THE FUTURE OF COMMERCIAL REAL ESTATE



GET INVOLVED BY: Tuesday, November 10th, 2020
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INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

The commercial real estate sector has been turned upside down by the coronavirus outbreak. Since late March, nearly 40% of Canadians have been working from home as a result of COVID-19 and it remains to be seen how many will return to the office when the pandemic is over. While some semblance of normal will return in the months ahead, what will this new landscape look like, what new business models will emerge as a result, what do investors need to know and what trends in this space can we expect as time goes on?

This editorial report on the future of commercial real estate will forecast these changes as well as the implications they could have on the economy over the long term.

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

REACH YOUR TARGET
PRINT

Globe and Mail National Edition
916,000 weekday print readers
Source: Vividata Spring, 2020 National, A14+

DIGITAL
Globe and Mail National
9,300,000 monthly unique visitors
Source: Comscore Media Metrix Multi-Platform,
Q1 2020 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

NEWSPAPER AND DIGITAL

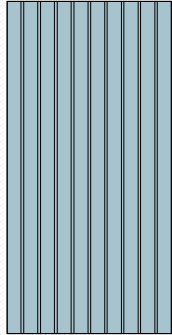
Editorial Special Reports (National)



2020

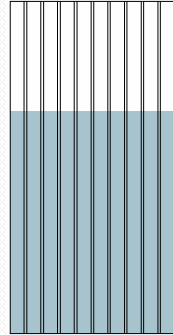
ADVERTISING OPTIONS

PRINT



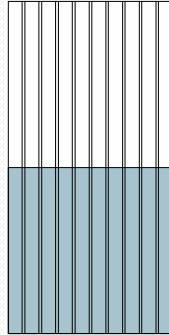
FULL PAGE

National (net)
\$24,300
10 columns x 280 agates
8.97" x 20.0"



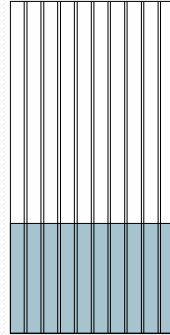
2/3 page

National (net)
\$20,250
10 columns x 187 agates
8.97" x 13.36"



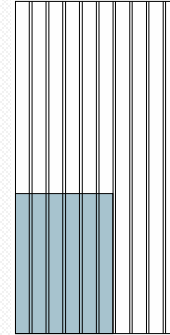
1/2 page

National (net)
\$14,300
10 columns x 140 agates
8.97" x 10"



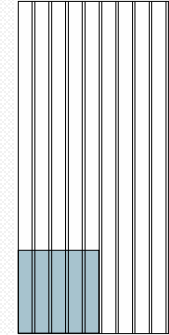
1/3 page

National (net)
\$10,125
10 columns x 93 agates
8.97" x 6.64"



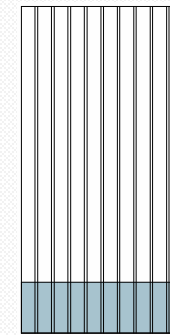
1/4 page

National (net)
\$7,500
6 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$4,700
5 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$5,100
10 columns x 47 agates
8.97" x 3.36"

DIGITAL

TRAFFIC DRIVER IMPRESSIONS

450,000 co-branded content drivers on Globe and Mail

300 x 600, ROS placement, multi-platform as available.

750,000 (estimated) co-branded content drivers on Globe Alliance and extended network

300 x 600, CPC managed performance driving to editorial content.

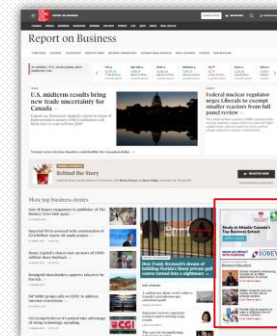
BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions

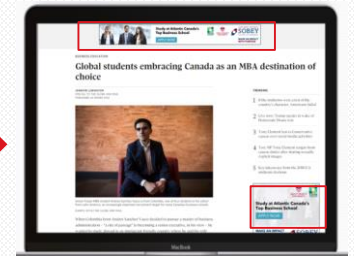
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.
Post-campaign reporting on selected analytics.

← **\$12,000 (net)**



Audience Engagement Units



Articles with adjacent ads