

# Home renovation



**PUBLICATION DATE:** Monday, November 15

**GET INVOLVED BY:** Monday, October 4

**PRINT/DIGITAL AD MATERIAL DUE:** Monday, November 8

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

For many Canadians, the home has taken on a new – and more essential – role since the pandemic began. Beyond being a safe haven to live, it has become a place to work and learn, make and take meals, and more. Some of these functions will continue even after recovery, and this special feature series will explore avenues for increasing comfort and functionality through home improvements.

**Proposed topic highlights:**

**TRENDS** – Experts weigh in on the products, services and solutions that are gaining popularity in Canada.

**PLANNING & ADVICE** – Tips and virtual planning tools for maximizing the impact of home renovation efforts.

**SUSTAINABILITY** – Steps for boosting environmental and energy performance and reducing the carbon footprint at home.

**INNOVATIVE SOLUTIONS** – Design ideas and innovations that stand out.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

## INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS.

PARTICIPATING ADVERTISERS

CAN BE MENTIONED/QUOTED

WITHIN CONTENT SPACE.

## THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

**ONLINE:** National Edition

**7.5 MILLION MONTHLY UVs**

Source: Comscore Media Metrix Multi-Platform,  
Jul-Sep 2020 (Q3) Average

**PRINT:** National Edition

**923,000 WEEKDAY PRINT READERS**

Source: Vividata Fall 2020, National, A14+

## WITH POWERFUL INTERACTIVITY RESULTS

**35% HIGHER READING TIME**

OVER 2 MINUTES ON SPECIAL REPORT

ARTICLES VS. GAM SITE AVERAGE

**3 X HIGHER CTR**

ON ADS NEXT TO CONTENT

VS. GAM SITE AND CANADIAN AVERAGE

**Click on the report below to  
see a similar feature**

