

LUXURY REAL ESTATE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
January 7th	January 26 th ,	February 4 th	February 25, 2022
April 22nd	May 4 th	May 13th	June 3, 2022
September 28th	October 19th	October 28	November 18, 2022

INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

REACH YOUR TARGET

PRINT: Metro Edition

388,000 WEEKDAY PRINT READERS
Source: Vividata Fall 2021, Ontario
(Metro edition), A14+

DIGITAL: Metro Edition

2,263,000 WEEKLY DIGITAL READERS
Source: Vividata Fall 2021, Ontario
(Metro edition), A14+

PRINT/DIGITAL: Metro Edition

3,015,000 WEEKLY PRINT/DIGITAL
READERS
Source: Vividata Fall 2021, Ontario
(Metro edition), A14+

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

In and around the Great Toronto Area, luxury property is still a very hot commodity. 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 **KEITH RYDER**,
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Advertising Rates – INTEGRATED CONTENT FEATURES (Metro Edition Real Estate)

Option “A” - Print and Digital Bundle

PRINT

- Your choice of ONE FULL PAGE or HALF PAGE brand ad

DIGITAL

- 300,000 IMPRESSIONS delivered ROS as
 - (150,000x) 300 x 600 traffic drivers with advertiser logo above article link
 - (150,000x) 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

METRO

FULL PAGE + 300,000 IMPRESSIONS **\$13,500**

HALF PAGE + 300,000 IMPRESSIONS **\$10,200**

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED AS TRAFFIC DRIVERS AND BRAND ADS. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

METRO

FULL PAGE **\$11,000**

HALF PAGE **\$7,000**

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

SPONSOR CONTENT

1x custom developed sponsor article

Exclusive brand ad surround: 300x250 + 728x90 in roadblock

DIGITAL PROMOTION

- Nativo native widget impressions on Globe and Mail
- CPC managed performance on Globe Alliance and extended networks
- Social amplification

ARTICLE PAGE VIEWS

1,400 – 2,000 estimated

\$15,000

All rates noted are net, agency fees are additional