

MORTGAGES

INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

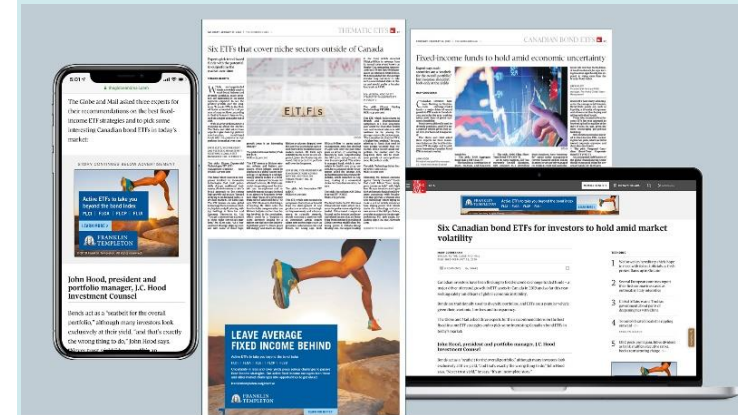
With the surge in Canadian real estate transactions in 2021, buying real estate will continue to be a topic of almost universal interest for 2022.

With new mortgage rules in place, and according to the Bank of Canada, likelihood of multiple interest hikes in 2022, mortgages will be more expensive and more difficult to attain. Not to mention the continual worry of a changing market. This makes the desire to get the right mortgage as important as ever.

Canadians are looking for guidance to help them navigate the mortgage process. This report will focus on giving Canadians mortgage advice to make the right decisions.

For additional information, contact **KEITH RYDER**,
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EDITORIAL SPECIAL REPORTS
ARE TURNKEY CONTENT
ADJACENCY SOLUTIONS THAT
PROVIDE STRONG CONNECTION
BETWEEN ADVERTISER
AND READER



PRINT: National Edition
714,000 WEEKDAY
PRINT READERS

Source: Vividata Fall 2021, National, A14+

PRINT/DIGITAL: National Edition
6,367,000 WEEKLY
PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National, A14+

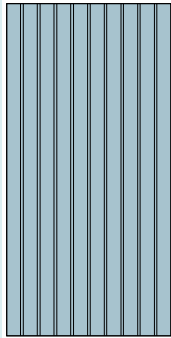
*Sponsor content on digital
and print platforms is
available. Ask your account
manager for more details.*

MORTGAGES 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 27, 2021	January 17, 2022	January 24, 2022	Monday, February 7, 2022
February 7, 2022	February 28, 2022	March 7, 2022	Monday, March 21, 2022
April 25, 2022	May 16, 2022	May 23, 2022	Monday, June 6, 2022
August 8, 2022	August 29, 2022	September 5, 2022	Monday, September 19, 2022

Editorial Special Reports (National) – Advertising Rates

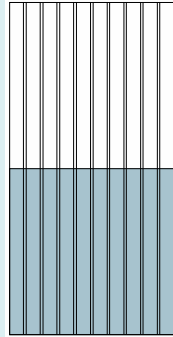
PRINT



FULL PAGE

National (net)
\$24,300

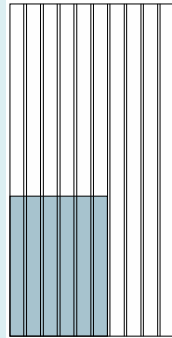
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

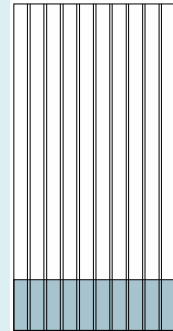
10 columns x 140 agates
8.97" x 10"



1/4 page

National (net)
\$7,500

6 columns x 117 agates
5.30" x 8.36"



BANNER

National (net)
\$5,100

10 columns x 47 agates
8.97" x 3.36"

EVENT

GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

Includes:

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

35,000 (net)

DIGITAL

TRAFFIC DRIVER IMPRESSIONS

Globe and Mail

(300,000x) 300 x 600, ROS placement, multi-platform as available.

Globe Alliance and extended network

(200,000x) 300 x 600+300x250, Advanced contextual targeting

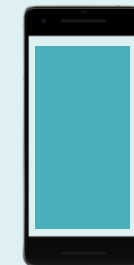
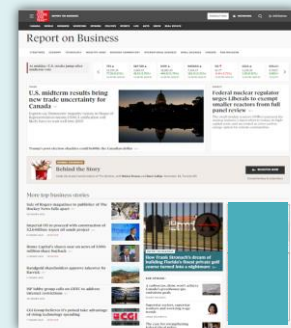
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

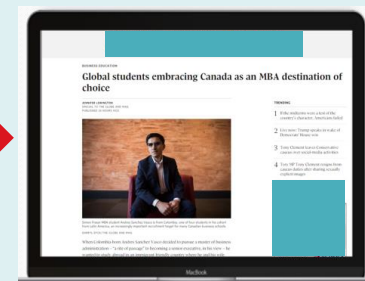
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



\$15,000 (net)