

FALL REAL ESTATE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
August 29	September 14	September 23	October 14, 2022

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

Residential real estate in the GTA remains in high demand and there is no sign of it slowing down. And, as the population continues to grow, home and condo prices continue to increase at a record pace.

Strain on inventory is not stopping hundreds of thousands of millennials from entering the market or limiting others looking to move up, purchase recreational or investment properties.

To help readers navigate the busy fall market, The Globe and Mail will publish a Fall Real Estate feature that will analyze and inform readers about trends, opportunities and pitfalls when looking to buy or sell.

Builders and resale brokers should use this opportunity to promote their unique real estate offerings to The Globe and Mail's affluent audience.

For additional information, contact **KEITH RYDER**,
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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

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+



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