

HOME DECOR



For additional information, contact
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Standard Brand Ad Deadline	Material Deadline	Publishing Date
April 6th, 2022	April 13 th , 2022	Friday, May 6th, 2022

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

After a challenging couple of years, Canadians are appreciating the comforts of a lovely, welcoming home environment more than ever. As countless consumers look to give their homes a visual refresh in the coming months, The Globe and Mail is pleased to offer the eye-catching and informative Home Décor feature, aimed at helping readers make decisions as they embark on their next home makeover.

From kitchens, bathrooms, bedrooms and living rooms to outdoor patios and more, we'll cover the hottest trends in home decorating. That could include the latest colours, patterns and furniture styles that are trending right now, or how designers are increasingly incorporating sustainability, tech and wellness into home décor.

This feature provides an excellent promotional opportunities for advertising partners across design, décor, furnishings, home entertainment and more to connect with interested customers. Please speak with your Globe and Mail Account Manager to learn more.

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+

Integrated Content Features – Advertising Rates (Metro)

ADVERTISING OPTIONS

Integrated Content Features are offered as bundled advertising packages across print and digital media.

PRINT

- YOUR CHOICE OF AD SIZE
- Advertising space can consist of brand and/or client sponsor content.
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

INTEGRATED CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as
 - 50% 300x600 audience engagement units with advertiser logo above article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

INTEGRATED CONTENT ARTICLES WILL RUN IN PARTNER SECTION

<u>Metro</u>	
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$13,300
HALF (1/2) PAGE + DIGITAL	\$11,500
THIRD (1/3) PAGE+ DIGITAL	\$8,800
QUARTER (1/4) PAGE + DIGITAL	\$7,700
BANNER*	\$4,100
EIGHTH (1/8) PAGE*	\$3,200

*No digital impressions included

ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS HAVE ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.