

# Spring Real Estate

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
February 8	March 2	March 11	April 1st, 2022

**INVESTMENT:** INTEGRATED CONTENT/CONTRACT RATES APPLY

The demand for real estate in the GTA has been red hot for well over a decade and is expected to remain so for the near future.

The GTA market has changed and buyers and seller are looking for information they can trust while making one of the biggest decisions in their lives. There are still thousands looking to purchase their first home and many others looking to move up, purchase recreational or investment properties.

To help readers navigate the busy spring market, The Globe and Mail will publish a Spring Real Estate feature that will analyze and inform readers about trends, opportunities and pitfalls when looking to buy or sell in 2022.

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

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

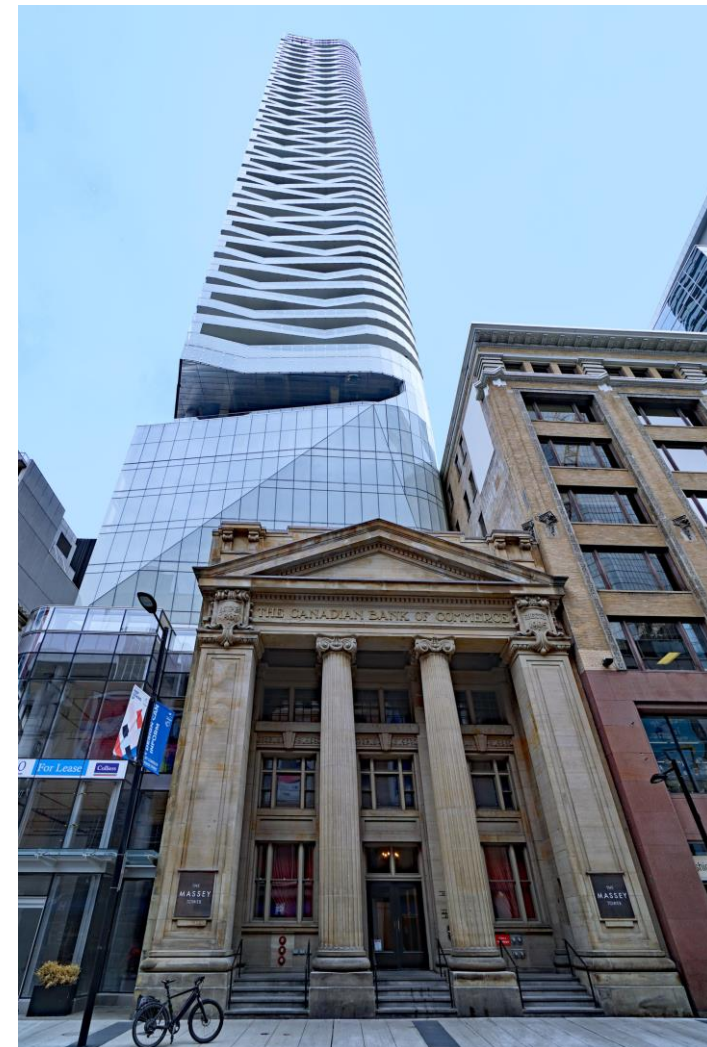
388,000 WEEKDAY PRINT READERS  
Source: Vividata Fall 2021, Ontario  
(Metro edition), A14+

### 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