

COMMERCIAL REAL ESTATE

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

As return-to-workplace strategies are starting to take shape, new business models and requirements around office space are emerging as a result. What do investors need to know about the new commercial real estate realities and what trends are anticipated as time goes on?

This editorial report and webcast opportunity on Commercial Real Estate will forecast these changes as well as consider how they will affect the overall economy in the long term.

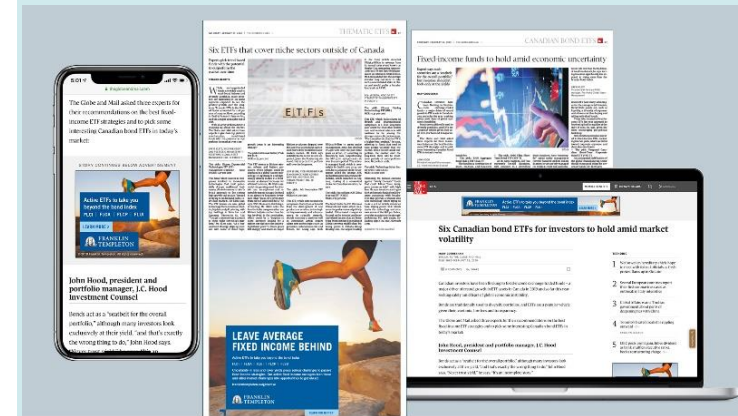
Please speak to your Globe and Mail advertising sales representative for more information.

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

For additional information, contact **KEITH RYDER**,
Special Reports Associate kryder@globeandmail.com

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

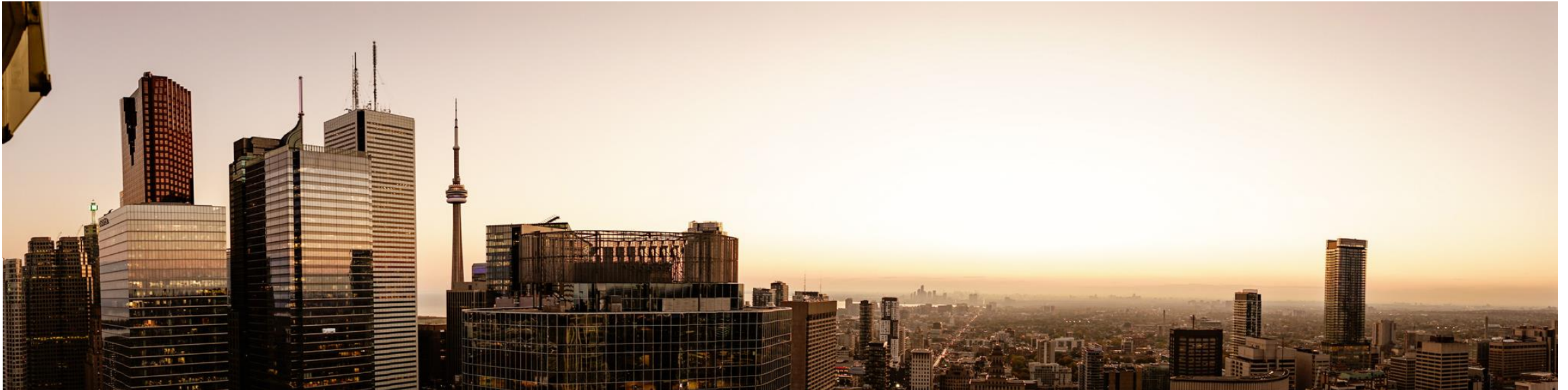
6,367,000 WEEKLY

PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National, A14+

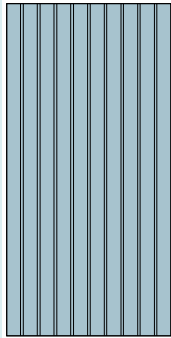
COMMERCIAL REAL ESTATE 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
February 8th, 2022	March 8th, 2022	March 15th, 2022	Tuesday, March 29th, 2022
April 5, 2022	April 26, 2022	May 3, 2022	Tuesday, May 17, 2022
August 9, 2022	August 30, 2022	September 6, 2022	Tuesday, September 20, 2022
October 18, 2022	November 8, 2022	November 15, 2022	Tuesday, November 29, 2022



Editorial Special Reports (National) – Advertising Rates

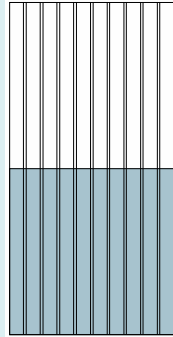
PRINT



FULL PAGE

National (net)
\$24,300

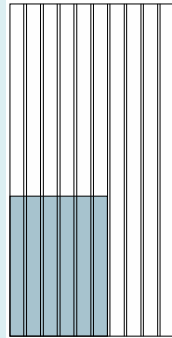
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

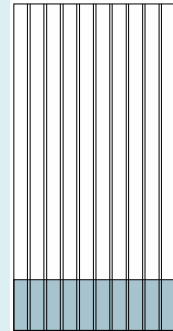
10 columns x 140 agates
8.97" x 10"



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

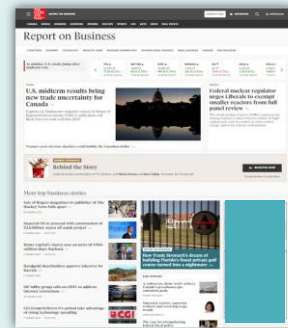
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

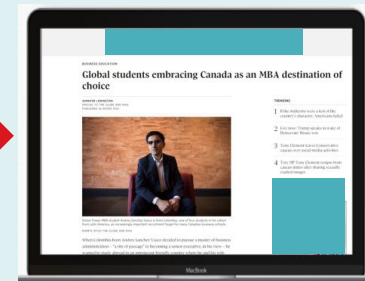
300x250 + 728x90 in roadblock

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)