

Commercial Real Estate



Since COVID-19 became a part of our lives in early 2020, there has been substantial change to where people work and how companies do business. This has led to interesting trends in commercial space including adapted uses for new and existing square footage.

This special feature will take a look at what's in store for Commercial Real Estate and how it's impacting the business decisions made by this country's corporate leaders.

Customized sponsor content is available, speak to your Account Manager for more information.

Ad Close - Sponsor Content	Ad Close Standard Advertising	Material Deadline	Digital Insertion Date	Print Insertion Date
31-Jan	7-Feb	28-Feb	25-Mar	Saturday, March 26, 2022

Investment

Integrated content feature/contract rates apply

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

INTEGRATED CONTENT FEATURES ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

REACH YOUR TARGET
REPORT ON BUSINESS MAGAZINE

PRINT
809,000
PRINT READERS PER ISSUE
Source: Vividata Fall 2021, National, A14+,
Print AIR

2,248,000
PRINT AND DIGITAL READERS PER ISSUE
Source: Vividata Fall 2021, National Print
AIR/Digital Monthly

Integrated Content Features – Advertising Rates

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 ad 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 FEATURE PLACEMENT IS AT EDITORIAL DISCRETION

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>NATIONAL</u>	
FULL PAGE + DIGITAL	\$22,500
½ PAGE + DIGITAL	\$16,500
ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.	
PRINT PLACEMENT SUBJECT TO AVAILABILITY.	
IMPRESSIONS DELIVERED AS ACROSS GLOBEANDMAIL.COM. 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	