

REAL ESTATE BUYERS GUIDE

Ad Booking Deadline	Material Deadline	Publishing Date
October 14	October 21	Monday, November 7th, 2022



INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

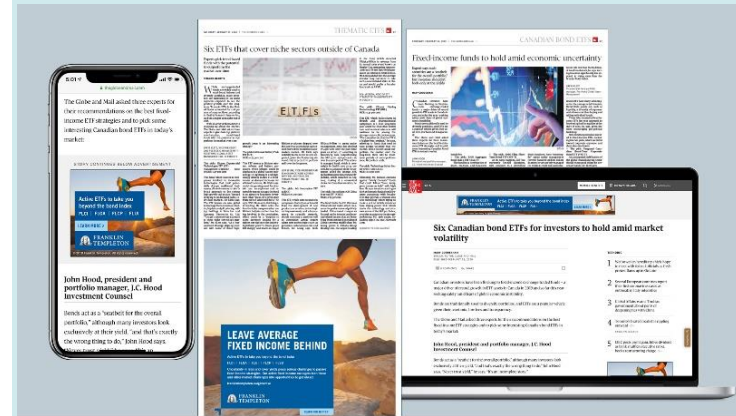
Whether you're new to the real estate market or a seasoned property buyer, the process of buying real estate is never a simple one – and in today's market, that's especially true. The Globe and Mail's Real Estate Buyers Guide will feature informational articles exploring tips, tricks and trends: from the importance of a home inspection and the ins and outs of bidding wars, to buying vacation or international properties, negotiation strategies, choosing the right agent and mortgage broker, and more.

This integrated special report offers advertisers an opportunity to connect with sophisticated Globe readers who are interested in buying real estate this year.

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

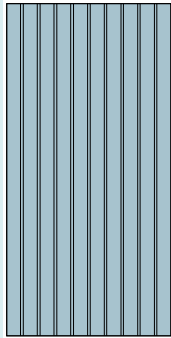


PRINT: National Edition
637,000 WEEKDAY
PRINT READERS
Source: Vividata Spring 2022,
National, A14+

PRINT/DIGITAL: National Edition
5,860,000 WEEKLY
PRINT/DIGITAL READERS
Source: Vividata Spring 2022,
National, A14+

Editorial Special Reports (National) – Advertising Rates

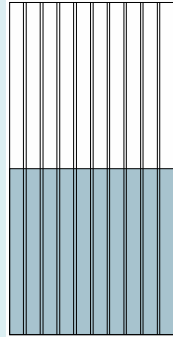
PRINT



FULL PAGE

National (net)
\$24,300

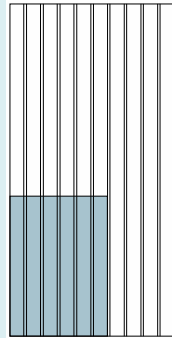
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

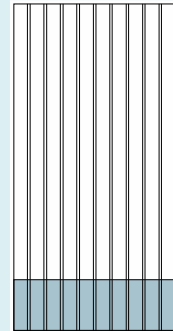
10 columns x 140 agates
8.97" x 10"



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

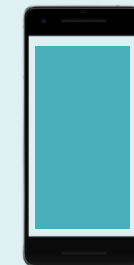
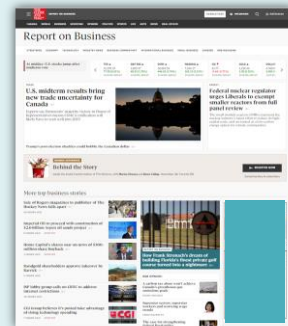
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

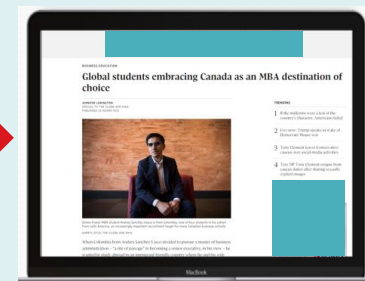
300x250 + 728x90 in roadblock

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)