



2023 METRO INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# LUXURY REAL ESTATE

**Integrated Features are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.**

Topics are informed by Sophi, The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

### Themes for Luxury Real Estate:

While the Canadian housing market might be in flux right now, luxury properties in and around the Greater Toronto Area remain hot commodities, less affected by the ups and downs of the market than other types of real estate.

Catering to successful, sophisticated and affluent Globe readers seeking the highest standard of luxury in the most prestigious neighbourhoods, The Globe and Mail’s Luxury Real Estate special report shines a spotlight on some of the most exquisite properties and developments the GTA has to offer, from high-end townhouses and estate homes to the most luxurious of condos.

A must-read section for audiences looking to learn more about buying and selling luxury properties in the GTA, this special report will feature articles that explore luxury real estate trends in design, amenities, services, tech and more; while also highlighting what’s new and exciting in terms of specific properties and developments on the market – all alongside gorgeous photos to help illustrate the stories and make this special report an absolutely beautiful one to read.

**For additional information contact Keith Ryder, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)**



**40%**  
more likely to own homes worth over \$1 Million

**22%**  
more likely to own homes worth over \$2 Million

**42%**  
more likely to spend over \$1 Million on real estate (next 12months)

**Print Weekly Readers – 1,997,000 Digital Weekly - 2,693,000**

Source: Vividata SCC Fall 2022, Metro, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing on Fridays
February 8, 2023	February 17, 2023	March 10, 2023
May 10, 2023	May 19, 2023	June 9, 2023
September 27, 2023	October 6, 2023	October 27, 2023

# Print and digital packages – driving awareness and thought leadership

Package	Metro Edition Print	Digital*	Investment	Value
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR FULL-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li><b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$13,500	\$40,215
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR HALF-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li><b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$10,200	\$26,495
<b>Print – FP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR FULL-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$11,000	\$34,715
<b>Print – HP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li><b>YOUR HALF-PAGE AD**</b></li> <li>your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$7,000	\$20,995
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li><b>400,000 IMPRESSIONS</b> <ul style="list-style-type: none"> <li>200,000 300x600 to special feature content, 200,000 300x250 to your brand site</li> </ul> </li> <li>Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$6,400	\$8,800
<b>Digital 100% SOV + feature alignment</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li><b>1,900 to 2,800 ESTIMATED PAGE VIEWS WITH BRAND AD – EXCLUSIVE SHARE OF VOICE</b></li> <li>Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>Page views via native, branded drivers, managed performance, social amplification</li> <li>8-week lead time</li> <li>Your 300x250 &amp; 728x90 brand ads also run equal share of voice adjacent to generic feature article(s)</li> </ul>	\$17,000	\$31,396

\* 4-week delivery time, subject to availability and seasonal adjustments

\*\*For additional ad sizes, please speak with your Globe and Mail advertising representative