



2023 NATIONAL INTEGRATED CONTENT FEATURE NEWSPAPER AND DIGITAL

Real Estate Buyer Guide

INTEGRATED CONTENT FEATURES

Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. Produced by Globe Content Studio.

REACH YOUR TARGET

Print/Digital Weekly – 5,898,000 readers
 Print Weekly – 2,697,000 readers
 Digital Weekly – 4,439,000 readers

Over the next 12 months, Globe readers are:

- 21% more likely to buy or sell real estate
- 42% more likely to spend over \$1 Million on real estate
- 29% more likely to obtain a mortgage

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

For additional information, contact:
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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 special feature offers advertisers an opportunity to connect with sophisticated Globe readers who are interested in buying real estate this year.

Standard Booking Deadline	Material Deadline	Insertion Date	Sponsor Content Booking Deadline
February 2, 2023	March 2, 2023	Thursday, March 16, 2023	January 19, 2023
September 7, 2023	October 5, 2023	Thursday, October 19, 2023	August 24, 2023

Print and digital packages – Driving thought leadership and awareness

Print	Digital	Investment	Value
YOUR FULL PAGE AD + Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven	<ul style="list-style-type: none"> • Approx. 900-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 & 728x90 brand ads. • 1,600 to 2,300 estimated page views via managed performance, social amplification • If available, your brand ads run ESOV next to generic feature content, no PV estimate 	\$25,000	\$75,447
YOUR HALF PAGE AD + Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven	<ul style="list-style-type: none"> • Approx. 500-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 & 728x90 brand ads. • 1,600 to 2,300 estimated page views via managed performance, social amplification • If available, your brand ads run ESOV next to generic feature content, no PV estimate 	\$20,000	\$47,447
YOUR FULL PAGE AD + Approx. 900-word article related to feature topic with your quote/mention interwoven	NOT APPLICABLE	Print rates apply	
YOUR HALF PAGE AD + Approx. 450-word article related to feature topic with your quote/mention interwoven	NOT APPLICABLE	Print rates apply	
NOT APPLICABLE	<ul style="list-style-type: none"> • Approx. 900-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 & 728x90 brand ads. • 1,900 to 2,800 estimated page views via native, branded drivers, managed performance, social amplification • If available, your brand ads run ESOV next to generic feature content, no PV estimate 	\$17,000	\$31,396
NOT APPLICABLE	<ul style="list-style-type: none"> • Approx. 900-word sponsor content article custom develop to your specifications. Appears with your adjacent 250x300 & 728x90 brand ads. • 1,800 to 2,700 estimated page views via native, branded drivers, managed performance, social amplification • If available, your brand ads run ESOV next to generic feature content, no PV estimate 	\$17,000	\$28,661
NOT APPLICABLE	<ul style="list-style-type: none"> • (500,000x) impressions: <ul style="list-style-type: none"> ○ (250,000x) 300x600 to special feature content, (250,000x) 300x250 to your brand site • Your 250x300 & 728x90 brand ads run ESOV next to generic feature content, no PV estimate 	\$8,000	\$11,000