



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Real Estate Buyers Guide

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

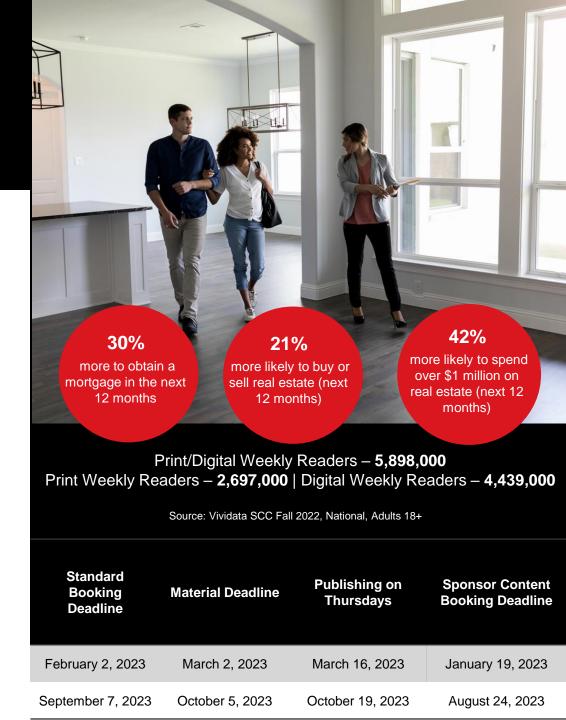
Topics are informed by Sophi, The Globe's proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to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

Themes for Real Estate Buyers Guide

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.

For additional information contact Keith Ryder, Special Reports Associate kryder@globeandmail.com



Print and digital packages – driving thought leadership and awareness

Package	Print	Digital	Investment	Value
Multi-platform 100% SOV feature – FP Brand quote/mention	 YOUR FULL PAGE AD Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven 	 1,600 to 2,300 estimated page views with brand ad - exclusive share of voice Approx. 900-word article from print 300x250 & 728x90 brand ads appear adjacent to article Page views via managed performance, social amplification 	\$25,000	\$75,447
Multi-platform 100% SOV feature – HP Brand quote/mention	 YOUR HALF PAGE AD Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven 	 1,600 to 2,300 estimated page views with brand ad - exclusive share of voice Approx. 500-word article from print 300x250 & 728x90 brand ads appear adjacent to article Page views via managed performance, social amplification 	\$20,000	\$47,447
Print Multi-advertiser – FP Brand quote/mention	 YOUR FULL PAGE AD Approx. 900-word article related to feature topic with your quote/mention interwoven 	NOT APPLICABLE	Print rates apply	
Print Multi-advertiser – HP Brand quote/mention	 YOUR HALF PAGE AD Approx. 450-word article related to feature topic with your quote/mention interwoven 	NOT APPLICABLE	Print rate	s apply
Digital 100% SOV feature Brand quote/mention	NOT APPLICABLE	 1,900 to 2,800 estimated page views with brand ad - exclusive share of voice Approx. 900-word article related to topic with your quote/mention exclusively interwoven. 300x250 & 728x90 brand ads appear adjacent to article Page views via native, branded drivers, managed performance, social amplification 	\$17,000	\$31,396
Digital 100% SOV sponsor content Fully integrated with sightline / approval on content	NOT APPLICABLE	 1,800 to 2,700 estimated page views with brand ad - exclusive share of voice Approx. 900-word sponsor content article custom developed to your specifications. 300x250 & 728x90 brand ads appear adjacent to article Page views via native, branded drivers, managed performance, social amplification 	\$17,000	\$28,661
Digital Multi- advertiser Brand quote/mention	NOT APPLICABLE	 500,000 impressions: 250,000 300x600 to special feature content, 250,000 300x250 to your brand site Your 300x250 & 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven 	\$8,000	\$11,000