



2023 NATIONAL INTEGRATED SPECIAL REPORT— DIGITAL AND NEWSPAPER

# Real Estate Buyers Guide

**Integrated Special Reports 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 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](mailto:kryder@globeandmail.com)



**Print/Digital Weekly Readers – 5,898,000**  
**Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000**

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

Standard Booking Deadline	Material Deadline	Publishing on Thursdays	Sponsor Content Booking Deadline
September 7, 2023	October 5, 2023	October 19, 2023	August 24, 2023



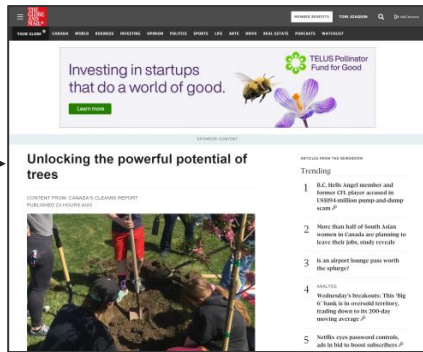
# INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



Digital Integrated Special Report  
Content Discovery - Standard Digital Traffic Driver.



Digital Integrated Special Report  
Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



Print Integrated Special Report  
with brand ad adjacency and brand mention within report.

Package	Details	Investment
Digital*	<ul style="list-style-type: none"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

\*No minimum page view guarantees.

\*\*No sightlines or approval on integrated content.

\*\*\*Other print sizes and editions available.



# INTEGRATED SPECIAL REPORT

# ADVANCED PACKAGE

Your brand mentioned within the integrated report, exclusive digital article and brand adjacency

Digital Integrated Special Report  
Content Discovery



Digital Integrated Special Report  
100% SOV  
Brand mention within the article



Print Integrated Special Report  
with brand ad adjacency and brand mention within the article



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ Minimum 2,100 – 3,100 page views for one piece of content.</li> <li>• 100% SOV brand ads adjacent to one integrated report article. Includes exclusive brand mention*.</li> <li>• Branded content discovery includes standard traffic driver, native and social.</li> </ul>	\$17,000
Digital + Print Package	<ul style="list-style-type: none"> <li>➤ Full page or half page brand ad adjacent to integrated report. Includes brand mention within the article.</li> <li>➤ Minimum 1,800 – 2,600 page views for one piece of content.</li> <li>• 100% SOV brand ads adjacent to one integrated report article. Includes brand mention*.</li> <li>• Branded content discovery includes standard traffic driver, native and social.</li> </ul>	<p>\$25,000 (full page)</p> <p>\$20,000 (half page)</p>

\* No sightline or approval on integrated content. 4 to 6-week lead time for Advanced Package.





# INTEGRATED SPECIAL REPORT

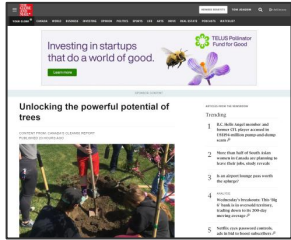
# PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

## Digital Sponsor Content Discovery



Standard Digital Traffic Driver

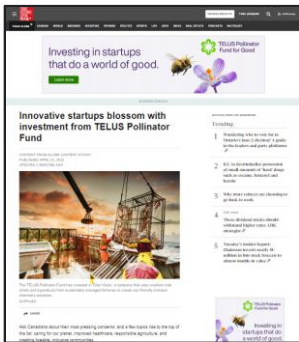


**Digital Integrated Special Report**  
Ads rotate with SOV among advertisers. Includes brand mention in the article.

## Print Integrated Special Report brand ad adjacency, mention in article



**Print Sponsor Content**  
Full sightlines in article with brand adjacent to report content



**Digital Sponsor Content**  
Custom developed with the client



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees.               <ul style="list-style-type: none"> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> As described above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to integrated report that includes brand mention.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

\*No sightline or approval on integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.