



2023 NATIONAL INTEGRATED SPECIAL REPORT– DIGITAL AND
NEWSPAPER

COMMERCIAL REAL ESTATE

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 Commercial Real Estate

There's never been a more interesting time for commercial real estate, as hybrid work strategies mean people are heading back to the office (but not necessarily full time!), while shopping, dining, entertainment and recreation venues are in a state of constant change due to evolving consumer preferences, and developers work on innovative ways to address the multitude of changes and challenges.

Commercial Real Estate is an integrated special report that will explore the latest trends in the commercial real estate market, how these trends might affect and reflect the overall economy, and where the opportunities are for investors in this space.

Publishing on a quarterly basis, this report offers advertisers a chance to get their message woven into our engaging, insightful commercial real estate content. To learn more, reach out to your Globe and Mail advertising representative today.

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



77%

more likely to be
business decision
makers

70%

more likely to to be
Senior
Managers/Owners

15%

more likely to be
small business
owners/executives

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+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Tuesdays
April 11, 2023	April 25, 2023	May 9, 2023	May 23, 2023
August 8, 2023	August 22, 2023	September 5, 2023	September 19, 2023
October 17, 2023	October 31, 2023	November 14, 2023	November 28, 2023



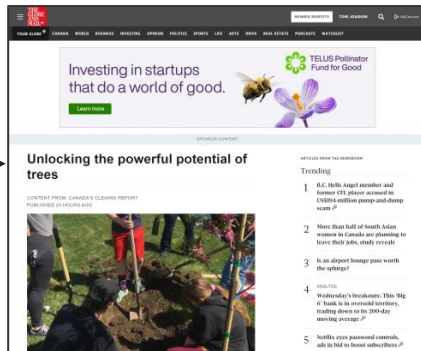
INTEGRATED SPECIAL REPORT

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

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

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



INTEGRATED SPECIAL REPORT

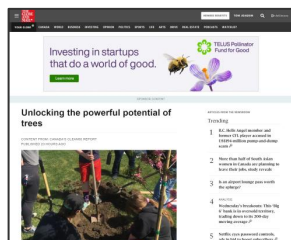
PREMIUM PACKAGE

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

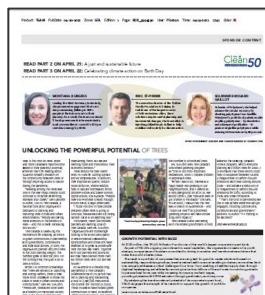


**Digital Integrated
Special Report**
Ads rotate with SOV
among advertisers.
Includes brand mention
in the article.



Digital Sponsor Content
Custom developed with the
client

Print Integrated Special Report brand ad adjacency, mention in article



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



Package

Details

Investment

Digital Only Package

- **DIGITAL INTEGRATED REPORT:** Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees.
 - 150,000 impressions – Globe and Mail ROS.
 - 300x600 includes logo, drives to report with adjacent SOV ads.
- **DIGITAL SPONSOR CONTENT:** Minimum 2,000 – 2,900 page views for one article, custom developed with client**.
 - 100% SOV brand ads adjacent to sponsor content.
 - Branded content discovery includes standard traffic drivers, native and social.

\$20,000

Print + Digital Package

- **DIGITAL INTEGRATED REPORT:** As described above.
- **PRINT INTEGRATED REPORT AND SPONSOR CONTENT:** Full page or half page sponsor content adjacent to integrated report that includes brand mention.
- **DIGITAL SPONSOR CONTENT:** Minimum 1,700 – 2,500 page views for one piece of sponsor content.
 - 100% SOV brand ads adjacent to content.
 - Branded content discovery includes standard traffic drivers, native and social.

\$33,000
(National
full page)

\$28,000
(National
half page)

*No sightline or approval on integrated report content.

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