



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

MORTGAGES

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 Mortgages

With rapidly rising interest rates and a volatile Canadian housing market, this year is going to be an interesting one for mortgages, to say the least. Our Mortgages integrated content feature, publishing quarterly, will give Globe and Mail readers the information they’re seeking in a very confusing time – whether it’s for a mortgage on a new home, a renewal, or refinancing on an existing property.

This integrated content feature gives advertisers a chance to get their products and company mentioned in the article – so advertisers in the mortgage space won’t want to miss the opportunity to get your message out to audiences who are eager for knowledgeable expert advice and information on what to do with their mortgages.

For additional information contact Keith Ryder, Special Reports Associate 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 Fridays
February 9, 2023	March 1, 2023	March 10, 2023
May 11, 2023	May 31, 2023	June 9, 2023
September 7, 2023	September 27, 2023	October 6, 2023
November 9, 2023	November 29, 2023	December 8, 2023

Print and digital packages – driving thought leadership and awareness

Package	Print	Digital	Investment	Value
Multi-platform 100% SOV feature – FP <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR FULL PAGE AD • Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven 	<ul style="list-style-type: none"> • 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 <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR HALF PAGE AD • Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven 	<ul style="list-style-type: none"> • 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 <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • 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 <i>Brand quote/mention</i>	<ul style="list-style-type: none"> • YOUR HALF PAGE AD • Approx. 450-word article related to feature topic with your quote/mention interwoven 	NOT APPLICABLE	Print rates apply	
Digital 100% SOV feature <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> • 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 <i>Fully integrated with sightline / approval on content</i>	NOT APPLICABLE	<ul style="list-style-type: none"> • 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 <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> • 500,000 impressions: <ul style="list-style-type: none"> ○ 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