



2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

MORTGAGES

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 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 special report, 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 report 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



42%
more likely to spend over \$1 million on real estate (next 12 months)

21%
more likely to buy or sell real estate (next 12 months)

22%
more likely to own homes worth over \$2 million

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+

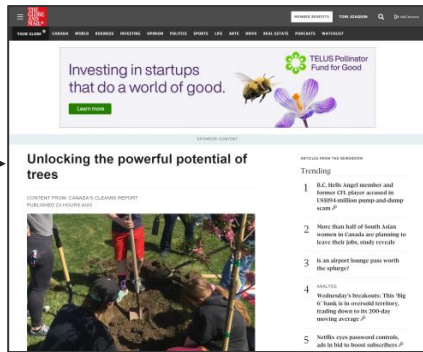
Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Fridays
May 3, 2023	May 11, 2023	May 31, 2023	June 9, 2023
August 30, 2023	September 7, 2023	September 27, 2023	October 6, 2023
November 1, 2023	November 9, 2023	November 29, 2023	December 8, 2023



INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



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

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



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. 	<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"> ➤ 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. 	<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

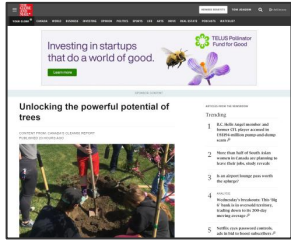
PREMIUM PACKAGE

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



Standard Digital Traffic



Social



Globe Native



Digital Sponsor Content
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. <ul style="list-style-type: none"> • 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**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ 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. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<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.