



2024 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 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.

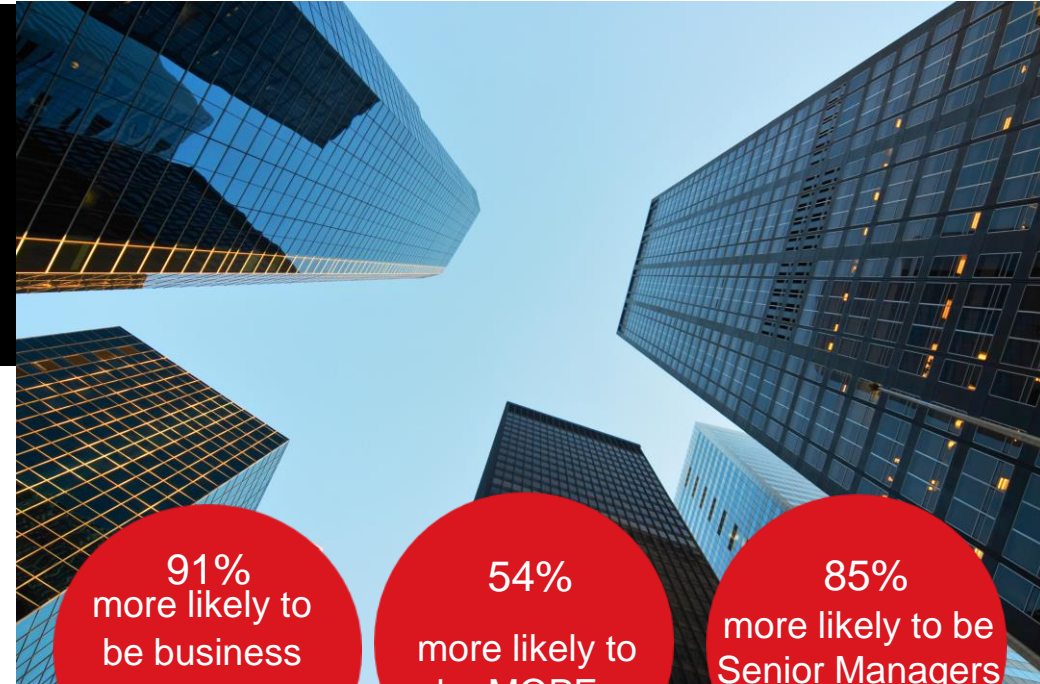
Themes for Commercial Real Estate

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



91% more likely to be business decision makers

54% more likely to be MOPEs

85% more likely to be Senior Managers and Owners

Print/Digital Weekly Readers – 6,018,000
 Print Weekly Readers – 2,608,000 | Digital Weekly Readers – 4,576,000

Source: Vividata SCC Spring 2023, National, Adults 18+

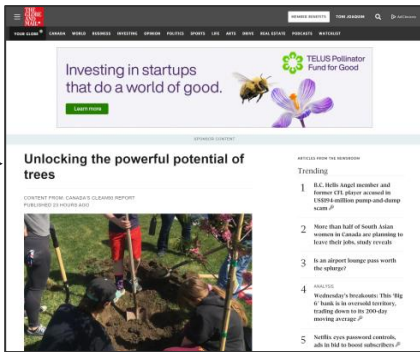
Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Wednesdays
January 3, 2024	January 30, 2024	February 13, 2024	February 27, 2024
March 5, 2024	March 26, 2024	April 9, 2024	April 23, 2024
July 24, 2024	August 27, 2024	September 10, 2024	September 24, 2024
September 14, 2024	October 29, 2024	November 12, 2024	November 26, 2024



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

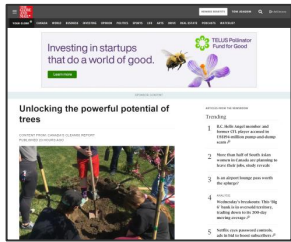
PREMIUM PACKAGE

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



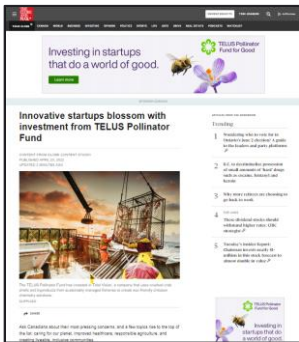
Standard Digital Traffic



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.