



2024 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

# FALL 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 Fall Real Estate:

While the real estate market in the Greater Toronto Area is in a bit of flux, people will always need to buy and sell homes – and buyers and sellers are always looking for smart advice that they can trust when making real estate buying and selling decisions.

To help readers navigate the fall market, The Globe and Mail’s Fall Real Estate special feature will analyse and inform readers about local real estate trends, opportunities and pitfalls when looking to buy or sell.

Builders and resale brokers should use this opportunity to promote their unique real estate offerings to The Globe and Mail’s affluent audience.

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**36%**  
more likely to own homes worth over \$2 Million

**23%**  
more likely to buy or sell real estate (next 12 months)

**15%**  
more likely to own a vacation home or investment real estate

Print Weekly Readers – **1,303,000** Digital Weekly - **2,125,000**

*Source: Vividata SCC Fall 2023, Ontario Metro, Adults 18+,*

*Globe weekly print/digital readers*

Standard Booking Deadline	Material Deadline	Publishing Date
September 18, 2024	September 27, 2024	Friday, October 18, 2024

# Print and digital packages – driving awareness and thought leadership

Package	Metro Edition Print	Digital*	Investment	Value
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>○ 125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$13,500	\$40,215
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>○ 125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$10,200	\$26,495
<b>Print – FP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$11,000	\$34,715
<b>Print – HP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$7,000	\$20,995
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>400,000 IMPRESSIONS</b> <ul style="list-style-type: none"> <li>○ 200,000 300x600 to special feature content, 200,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$6,400	\$8,800
<b>Digital 100% SOV + feature alignment</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,900 to 2,800 ESTIMATED PAGE VIEWS WITH BRAND AD – EXCLUSIVE SHARE OF VOICE</b></li> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> <li>• 8-week lead time</li> <li>• Your 300x250 &amp; 728x90 brand ads also run equal share of voice adjacent to generic feature article(s)</li> </ul>	\$17,000	\$31,396

\* 4-week delivery time, subject to availability and seasonal adjustments

\*\*For additional ad sizes, please speak with your Globe and Mail advertising representative