



2025 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

SPRING 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, content management technology is used to provide data 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 Spring Real Estate

Amid a real estate market that continues to change and adjust, home buyers and sellers in the Greater Toronto Area are looking for reliable information. Many are purchasing their first home, countless others are looking to move up, buy recreational or investment properties.

To help readers navigate the spring market, The Globe and Mail will publish Spring Real Estate, a report that analyses and informs readers about real estate trends, opportunities and pitfalls when looking to buy or sell in 2025.

Spring Real Estate is a great opportunity for builders and resale brokers to position their unique real estate offerings to The Globe and Mail’s affluent audience. Don’t miss out.

For more information, contact The Globe Media Group team
advertising@globeandmail.com



Print Weekly Readers 1,170,000 - Digital Weekly 2,194,00

Source: Vividata SSC Spring 2024, Ontario Metro, Adults 18+, Globe weekly print/digital readers

Standard Booking Deadline	Material Deadline	Publishing Date
March 26, 2025	April 11, 2025	Friday, May 2, 2025

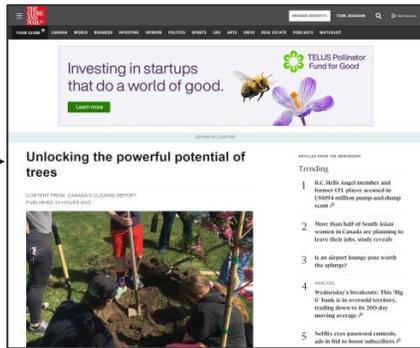


INTEGRATED SPECIAL REPORT

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 (Metro)
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. 150,000 driver impressions – Globe and Mail ROS. 300x600 includes logo, drives to integrated report with adjacent SOV ads. 150,000 brand impressions – Globe and Mail ROS 300x250 brand ads, drives traffic to your site. 	\$6,000
Print** + Digital*	<ul style="list-style-type: none"> Full page + 300,000 digital impressions*** ½ page + 300,000 digital impressions*** ¼ page + 150,000 digital impressions*** Banner 1/8 page 	<ul style="list-style-type: none"> \$14,200 \$9,950 \$7,500 \$5,500 \$4,500

*No minimum page view estimates.

**No sightlines or approval on integrated content.

*** Impressions offered 50% driving to integrated special report, 50% to advertiser site