



2024 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 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 interest rate challenges and a volatile Canadian housing market, this year has been an interesting one for mortgages, to say the least. The Globe and Mail’s Mortgages integrated special report, publishing quarterly, will give readers the information they’re seeking in a very confusing time – whether it’s for a mortgage on a new home, a renewal or a commercial property.

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

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



36%
 more likely to obtain a mortgage in the next 12 months

33%
 more likely to obtain a mortgage from a bank next 12 months

19%
 more likely to seldom make a financial move without consulting an expert

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+

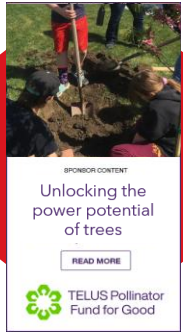
Standard Booking Deadline	Material Deadline	Publishing on Mondays
January 22, 2024	February 5, 2024	February 19, 2024
April 1, 2024	April 15, 2024	April 29, 2024
July 29, 2024	August 12, 2024	August 26, 2024
October 21, 2024	November 4, 2024	November 18, 2024



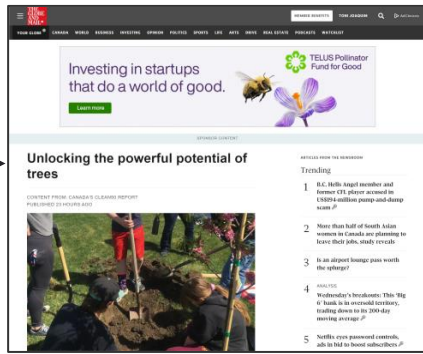
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

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
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.

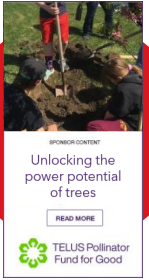


INTEGRATED SPECIAL REPORT

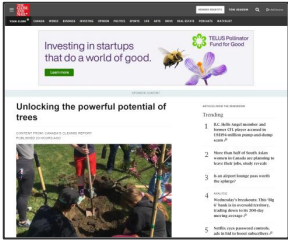
PREMIUM PACKAGE

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



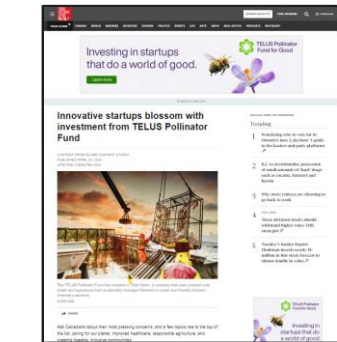
Standard Digital Traffic



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.