



2024 METRO INTEGRATED SPECIAL REPORT— DIGITAL AND NEWSPAPER

# GTA 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 GTA Real Estate:

The 2024 real estate market has been interesting to say the least. The volatile economy has resulted in pent up demand for new and resale properties that promises to continue throughout the remainder of the year.

To provide consumers with useful tools and information as they navigate the fall market, *GTA Real Estate* will dive into the vibrant communities and neighborhoods across the Greater Toronto Area. Coverage on topics related to buying, selling, and mortgage financing are all under consideration for this report.

Position your brand alongside invaluable insights and expert advice that readers trust. Don't miss this opportunity to connect with motivated consumers ready to make their next big move. Advertise with us and be a part of the GTA's dynamic real estate conversation!

**For additional information contact Keith Ryder, Special Reports Associate**  
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Print Weekly Readers 1,170,000 - Digital Weekly 2,194,000

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

Booking Deadline	Material Deadline	Publishing Date
July 19, 2024	August 9, 2024	Friday, August 30, 2024

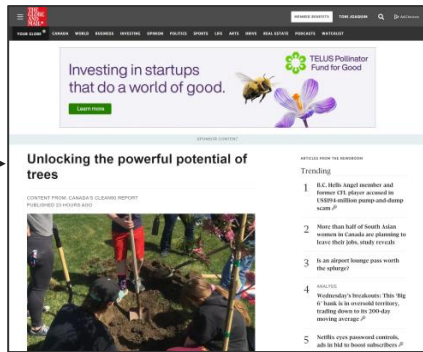


# INTEGRATED SPECIAL REPORT

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

\*No minimum page view estimates.

\*\*No sightlines or approval on integrated content.

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