



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

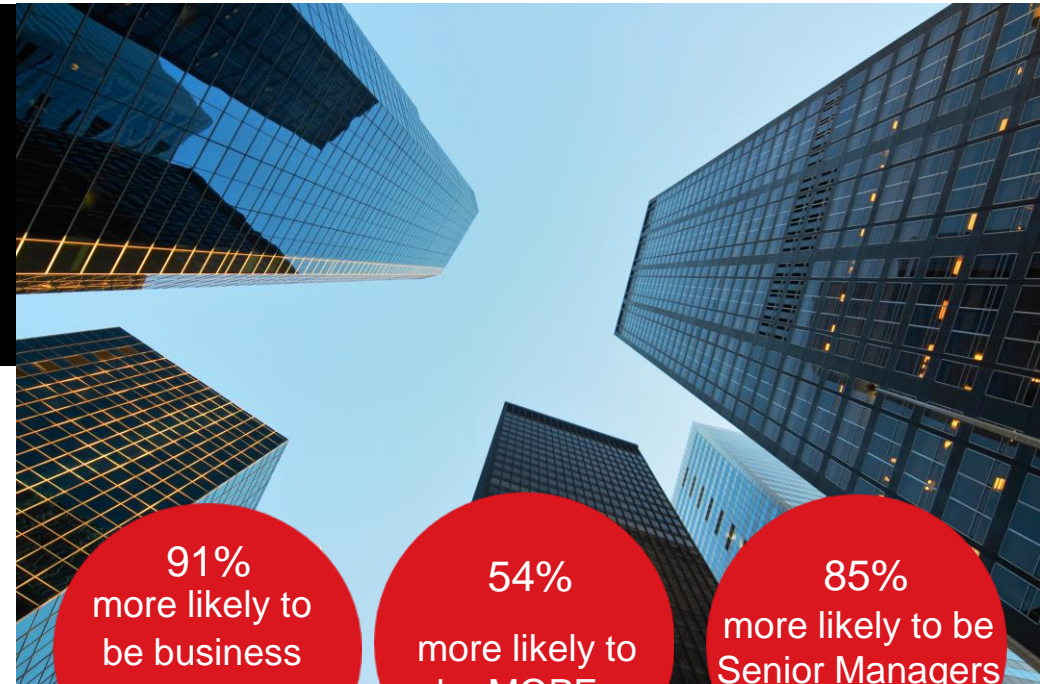
COMMERCIAL REAL ESTATE

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 Globe Content Studio with data signals on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Themes for Commercial Real Estate

The Canadian commercial real estate sector is navigating a dynamic landscape, marked by shifts in demand, regulatory changes, and the evolving impact of remote work. Businesses face significant challenges, from rising interest rates and vacancy rates in urban centers to the growing need for sustainable, flexible spaces. However, within these challenges lies opportunity. Forward-thinking companies are leveraging innovative solutions, such as adaptive reuse of properties and tech-driven efficiencies, to meet market demands and create value. This special report will explore these trends and provide insights into how businesses can thrive. It presents an ideal platform for advertisers looking to connect with decision-makers actively seeking solutions in a rapidly changing market.

For more information, contact The Globe Media Group team
advertising@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 2024, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Tuesdays
December 10, 2024	January 21, 2025	February 4, 2025	February 18, 2025
March 11, 2025	April 8, 2025	April 22, 2025	May 13, 2025
July 15, 2025	August 12, 2025	August 26, 2025	September 16, 2025
August 26, 2025	September 23, 2025	October 7, 2025	October 28, 2025



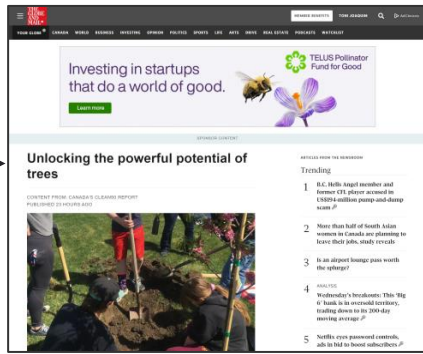
INTEGRATED SPECIAL REPORT

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

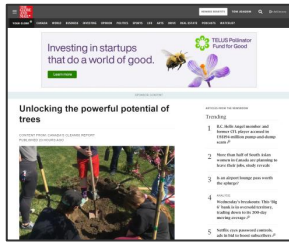
PREMIUM PACKAGE

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.