



2025 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, 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 Fall Real Estate

While the real estate market in the Greater Toronto Area is in 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 report 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.

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
September 10, 2025	September 26, 2025	Friday, October 17, 2025

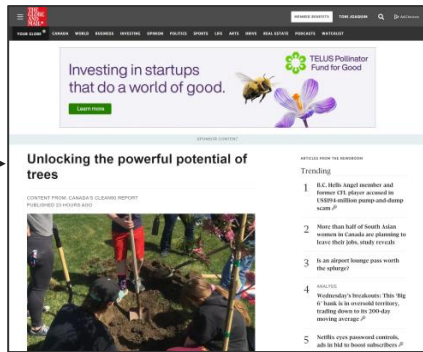


INTEGRATED SPECIAL REPORT

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