

REIMAGINING RETIREMENT COMMUNITIES

Integrated Special Reports are turnkey content solutions with participating advertisers mentioned in at least one story. Produced by Globe Content Studio. Topics are informed by content management technology that provide data signals on what is resonating and keeping readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

As Canada's 65+ population grows to nearly a quarter of the country over the next 20 years, today's seniors are challenging outdated concepts of retirement living. With smaller families, longer careers and a focus on maintaining independence, they are driving demand for communities that prioritize flexibility, lifestyle, and meaningful connection.

From innovative architecture and focus on technology and sustainability, to vibrant dining and dynamic programming, modern retirement communities are redefining what it means to age well. In Reimagining Retirement Communities, *The Globe and Mail* will explore the evolving expectations of this influential demographic, providing advertisers with a unique opportunity to engage readers seeking premium retirement solutions for themselves or loved ones.

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



15%
more likely to own a vacation home or real estate investment

23%
more likely to buy or sell real estate (next 12 months)

36%
more likely to own homes worth over \$2 million

Print Weekly Readers - 1,162,000 Digital Weekly Readers - 1,877,000

Total Print and Digital Weekly Readers - 2,613,000

Source: Vividata SCC Fall 2024, Metro, Adults 18+, Globe weekly print/digital readers

Standard Booking Deadline	Material Deadline	Publishing on Fridays
March 20	April 10	April 25
May 15	June 5	June 20
August 21	September 11	September 26
October 16	November 6	November 21

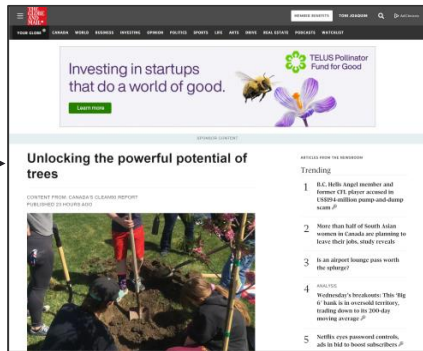


INTEGRATED SPECIAL REPORT

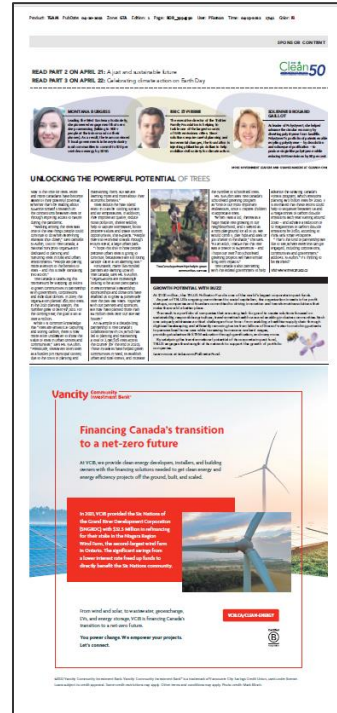
Your brand mentioned within the integrated report among participating advertisers



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