



2026 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND
NEWSPAPER

LUXURY 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 provides data 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.

Luxury properties in the Greater Toronto Area - premium condos, high-end townhomes, and estate homes - remain highly sought after, even in an evolving market. Regardless of conditions, the segment's resilience ensures continued interest from buyers who value design, technology, and lifestyle.

The Globe and Mail's **Luxury Real Estate** special report delivers a premium platform for advertisers to reach this audience. Across three installments, readers will discover:

- Emerging trends in design, amenities, and smart-home technology
- Exclusive property and development highlights with stunning visuals
- Services and lifestyle offerings that define modern luxury

In any market, **Luxury Real Estate** positions your brand in front of high-net-worth Canadians ready to engage, invest, and aspire - making it an essential environment for luxury advertisers. Don't miss the opportunity to connect with The Globe and Mail's discerning audience.

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



51%

more likely own
homes worth
\$2M+

35%

more likely to
buy/sell real
estate in next 12
mos.

51%

more likely to
own a vacation
home or
investment real
estate

Print Weekly Readers 1,231,000 - Digital Weekly 2,048,000

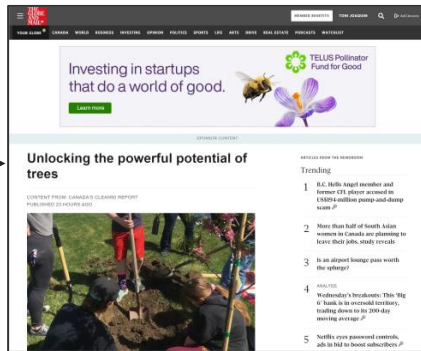
Source: Vividata SSC Fall 2025, Ontario Metro, Adults 18+,
Globe weekly print/digital readers

Standard Booking Deadline	Material Deadline	Publishing on Fridays
February 11	March 4	March 20, 2026
May 6	May 27	June 12, 2026
October 7	October 28	November 13, 2026

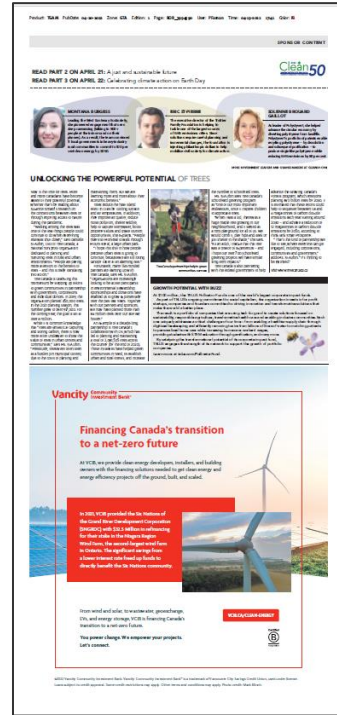


INTEGRATED SPECIAL REPORT

Your brand mentioned within the integrated report among participating advertisers



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*	➤ 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*	<table><tr><td>Full page + 300,000 digital impressions***</td><td>\$14,200</td></tr><tr><td>1/2 page + 300,000 digital impressions***</td><td>\$9,950</td></tr><tr><td>1/4 page + 150,000 digital impressions***</td><td>\$7,500</td></tr><tr><td>Banner</td><td>\$5,500</td></tr><tr><td>1/8 page</td><td>\$4,500</td></tr></table>	Full page + 300,000 digital impressions***	\$14,200	1/2 page + 300,000 digital impressions***	\$9,950	1/4 page + 150,000 digital impressions***	\$7,500	Banner	\$5,500	1/8 page	\$4,500	
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*No minimum page view estimates.

**No sightlines or approval on integrated content.

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