



2026 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND
NEWSPAPER

SPRING 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, technology is used to provide 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.

The Greater Toronto Area's real estate market continues to evolve. After a slower period, signs of adjustment and renewed opportunity are beginning to emerge. Whether motivated by lifestyle changes, investment potential, or market timing, homebuyers and sellers are watching closely - and **The Globe and Mail's** readers, with their strong financial position, are among those best equipped to act when opportunities arise.

To help them navigate this changing landscape, *Spring Real Estate* will deliver timely insights and expert perspectives on GTA real estate trends. From resale and new developments to recreational and investment properties, this special report will guide readers through the key factors influencing buying and selling decisions in 2026 and beyond.

For builders, developers, brokerages, and real estate professionals, *Spring Real Estate* offers an exceptional platform to showcase properties and services to an affluent, informed audience ready to take advantage of opportunities in a shifting market.

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 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**

April 1

Material Deadline

April 15

Publishing Date

Friday,
May 1, 2026



INTEGRATED SPECIAL REPORT

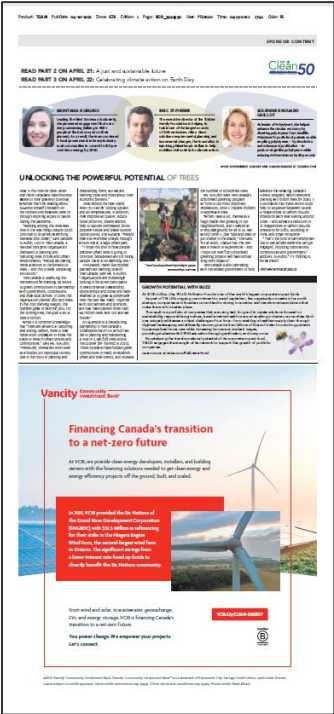
Your brand mentioned within the integrated report among participating advertisers



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*	➤ 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*	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

*No minimum page view estimates.

**No sightlines or approval on integrated content.

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