



2026 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, 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.

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



62%

more likely own
homes worth
\$2M+

38%

more likely own
buy/sell real
estate next 12
mos.

49%

more likely to
own a vacation
home or
investment real
estate

Print Weekly Readers 1,350,000 - Digital Weekly 2,000,000

Source: Vividata SSC Spring 2026, Ontario Metro, Adults 18+,
Globe weekly print/digital readers

**Standard Booking
Deadline**

September 9

Material Deadline

September 30

Publishing Date

Friday,
October 16, 2026

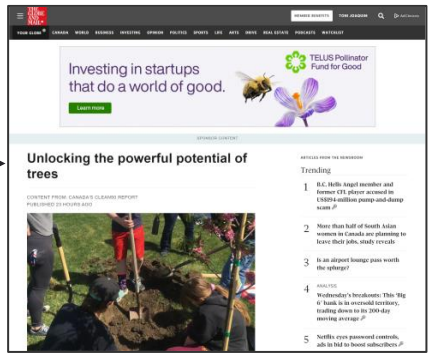


INTEGRATED SPECIAL REPORT

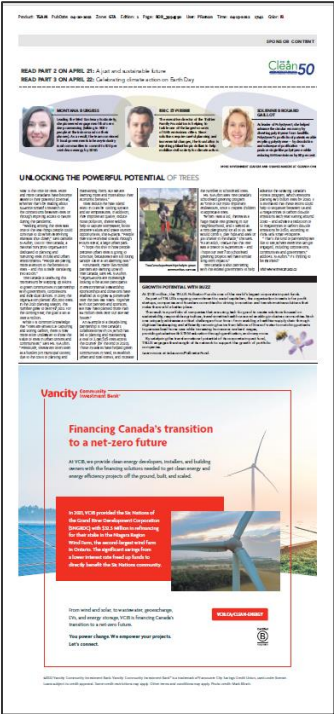
Your brand mentioned within the integrated report among participating advertisers



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
	½ page + 300,000 digital impressions***	\$9,950
	¼ 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