



2025 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.

## Themes for Luxury Real Estate

Regardless of what the general Canadian housing market might be experiencing, luxury properties in and around the Greater Toronto Area remain hot commodities. From high-end town and estate homes to the most opulent of condos, they tend to be less affected by the ups and downs of the market than other types of real estate.

Catering to successful and sophisticated Globe readers seeking the highest standard of luxury, The Globe and Mail will publish Luxury Real Estate. This special report will feature articles that explore luxury real estate trends in design, amenities, services, tech and more while also highlighting what's new and exciting in terms of specific properties and developments on the market. All will be featured alongside gorgeous photos to help illustrate the stories and make this special report a must-read.

For more information, contact The Globe Media Group team  
[advertising @globeandmail.com](mailto:advertising@globeandmail.com)



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

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

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

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 on Fridays
January 22, 2025	February 7, 2025	February 28, 2025
May 7, 2025	May 23, 2025	June 13, 2025
October 8, 2025	October 24, 2025	November 14, 2025

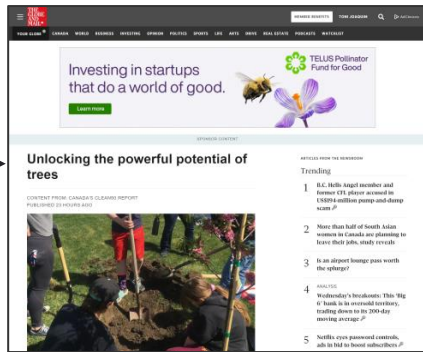


# INTEGRATED SPECIAL REPORT

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"> <li>Equal brand ad SOV among participating advertisers, adjacent to integrated report content**. Includes brand mention within the article.</li> <li>150,000 driver impressions – Globe and Mail ROS.</li> <li>300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>150,000 brand impressions – Globe and Mail ROS</li> <li>300x250 brand ads, drives traffic to your site.</li> </ul>	\$6,000
Print** + Digital*	<ul style="list-style-type: none"> <li>Full page + 300,000 digital impressions***</li> <li>1/2 page + 300,000 digital impressions***</li> <li>1/4 page + 150,000 digital impressions***</li> <li>Banner</li> <li>1/8 page</li> </ul>	<ul style="list-style-type: none"> <li>\$14,200</li> <li>\$9,950</li> <li>\$7,500</li> <li>\$5,500</li> <li>\$4,500</li> </ul>

\*No minimum page view estimates.

\*\*No sightlines or approval on integrated content.

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