2027 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

COMMERCIAL REAL ESTATE



Print/Digital Weekly Readers – **6,401,000**
Print Weekly Readers – **3,025,000** | Digital Weekly Readers – **4,808,000**

Source: Vividata SCC Fall, 2026 National, Adults 18+

Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe and Mail Content Studio, topics are informed by technology on what is keeping readers engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Canada's commercial real estate sector continues to evolve as organizations adapt to changing workplace strategies, sustainability priorities, economic pressures and shifting tenant expectations. Increased office utilization, purpose-built developments, mixed-use projects and the repositioning of existing assets are reshaping how commercial spaces are designed, occupied and valued.

The Globe and Mail's **Commercial Real Estate** special report will explore the trends, opportunities and challenges influencing the sector, providing business leaders with insights to help guide investment, development and occupancy decisions. Potential features include **The Return-to-Office Effect: How Workplace Utilization is Reshaping Demand**, **The Rise of Purpose-Built and Mixed-Use Developments**, and **Unlocking Value Through Property Repositioning and Adaptive Reuse**.

This report offers advertisers a valuable opportunity to connect with senior decision-makers shaping Canada's commercial real estate market.

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates - 2027
December 22	January 19	February 9	February 16
March 23	April 13	May 4	May 11
July 27	August 17	September 7	September 14
September 7	September 28	October 19	October 26
October 12	November 2	November 23	November 30

For more information, contact The Globe and Mail Advertising team advertising@globeandmail.com

THE GLOBE AND MAIL

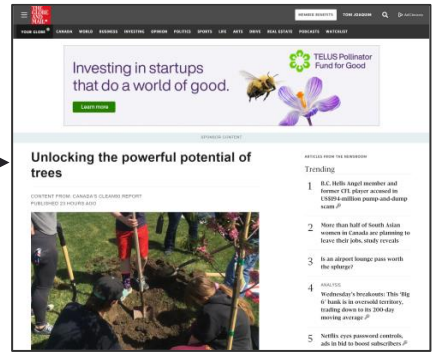
INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

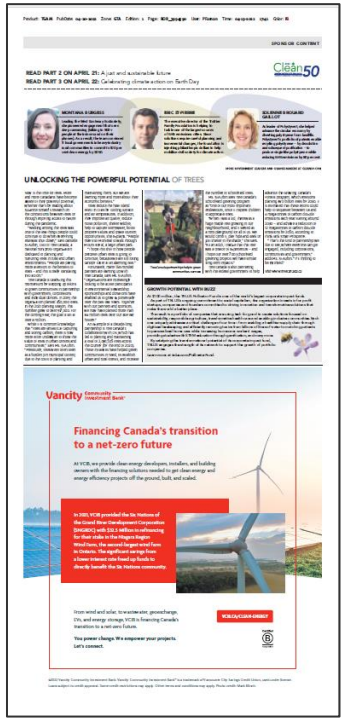
Your brand mentioned within the integrated report among participating advertisers



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
Digital*	➢ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➢ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➢ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site.	**$8,000**
Print	➢ Ad adjacent to report content, with brand mention in article**. Various ad formats available.	Standard print rates apply
Digital + Print	➢ Digital and print as described above.	**$23,600** (National full page***) **$18,600** (National half page***)

***No minimum page view guarantees.**
****No sightlines or approval on integrated content.**
*****Other print sizes and editions available.**

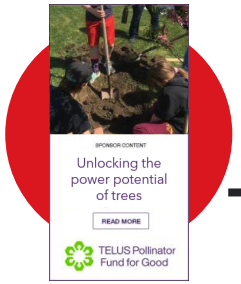
THE GLOBE AND MAIL

INTEGRATED SPECIAL REPORT

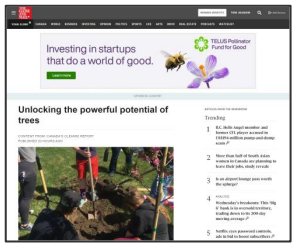
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery

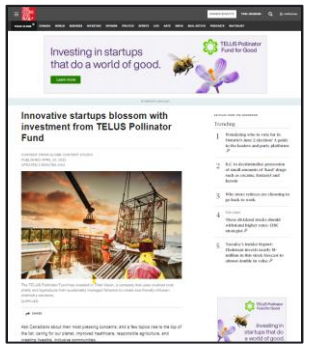


Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.

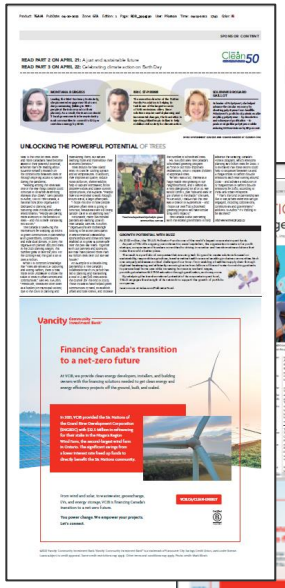




Digital Sponsor Content
Custom developed with the client

Print Integrated Special Report
brand ad adjacency, mention in article

Print Sponsor Content
Full sightlines in article with brand adjacent to report content





Package	Details	Investment
Digital Only Package	➢ **DIGITAL INTEGRATED REPORT**: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➢ **DIGITAL SPONSOR CONTENT**: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social.	**$20,000**
Print + Digital Package	➢ **DIGITAL INTEGRATED REPORT:** As described above. ➢ **PRINT INTEGRATED REPORT AND SPONSOR CONTENT:** Full page or half page sponsor content adjacent to integrated report that includes brand mention. ➢ **DIGITAL SPONSOR CONTENT**: Minimum 1,700 – 2,500 page views for one piece of sponsor content. • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social.	**$33,000** (National full page) **$28,000** (National half page)

***No sightline or approval on integrated report content.**
****Full sightline and approval on sponsor content. 6 to 8-week lead time.**