2027 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 and Mail 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.

Housing markets are constantly evolving, influenced by economic conditions, interest rates, housing supply, buyer confidence and changing lifestyle needs. Regardless of market direction, Canadians continue to make important real estate decisions that require reliable information and expert guidance.

The Globe and Mail's Fall Real Estate special report will help readers navigate the opportunities and challenges shaping the market, offering insights into key trends, emerging developments and considerations for both buyers and sellers. Through expert analysis and practical advice, the report will provide valuable context for those evaluating their next move.

Builders, developers and real estate professionals can leverage this opportunity to showcase their expertise, communities and offerings to The Globe and Mail's affluent, engaged audience during a critical period of decision-making.

For more information, contact The Globe and Mail Advertising 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 1,342,000 - Digital Weekly 1,996,000
Total Print/Digital Readers 2,653,000

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

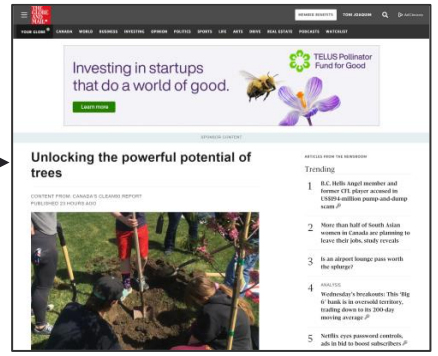
Standard Booking Deadline	Material Deadline	Publishing Date
September 8	September 29	Friday, October 15, 2027

INTEGRATED SPECIAL REPORT

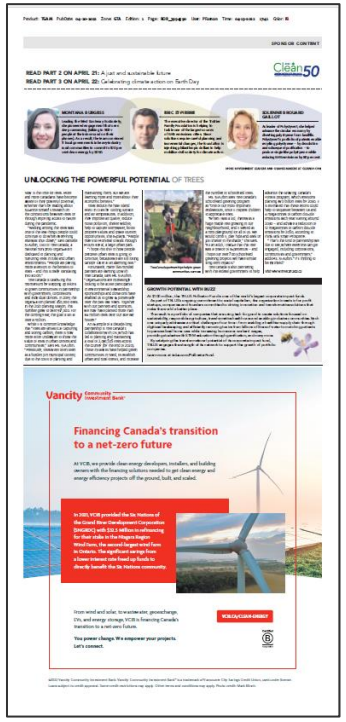
Your brand mentioned within the integrated report among participating advertisers



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**