2027 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 and Mail 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.

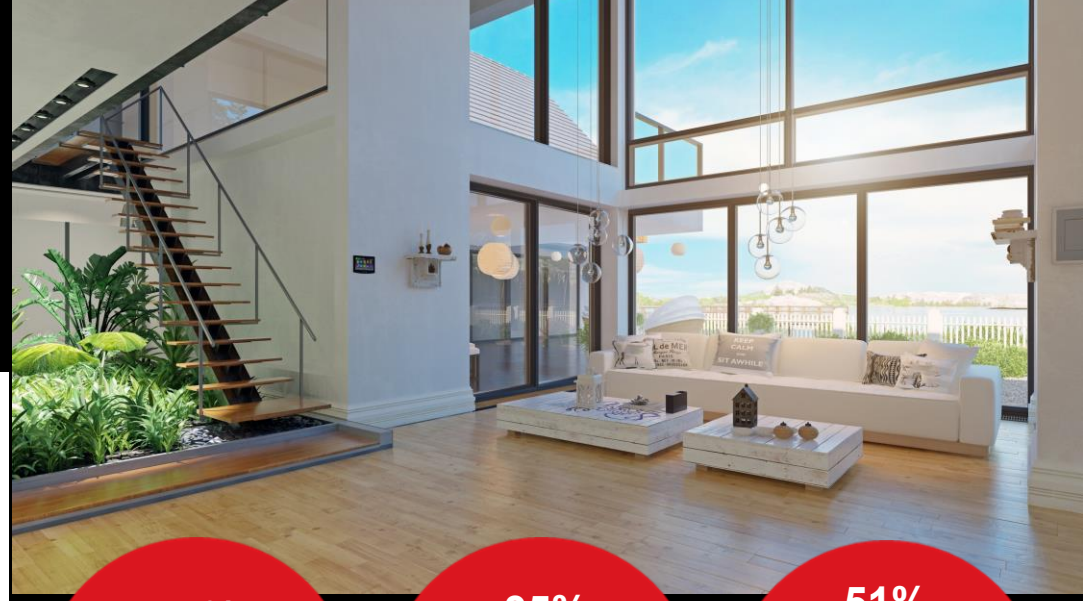
Luxury real estate across the Greater Toronto Area continues to attract affluent buyers seeking exceptional homes, prime locations, and elevated lifestyles. From luxury condominiums and townhomes to custom estate properties, this market remains defined by quality, craftsmanship, and long-term value.

The Globe and Mail's **Luxury Real Estate** special report returns in **Spring and Fall 2027**, providing advertisers with a premium environment to reach high-net-worth Canadians with an interest in real estate, design, and luxury living. Readers will discover:

- Emerging trends in luxury design and smart-home innovation
- Exclusive properties and noteworthy residential developments
- Insights into architecture, interiors, and outdoor living
- Premium products, services, and experiences that enhance modern lifestyles

Position your brand alongside trusted content that inspires and informs an engaged audience ready to invest, upgrade, and aspire.

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



51% more likely own homes worth $2M+

35% more likely to buy/sell real estate in next 12 mos.

51% 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 – 2,653,000

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

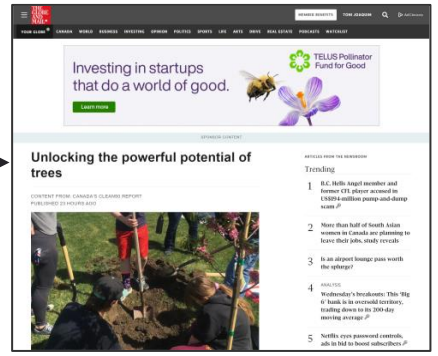
Standard Booking Deadline	Material Deadline	Publishing on Fridays
April 7	April 28	May 14, 2027
October 6	October 27	November 12, 2027

INTEGRATED SPECIAL REPORT

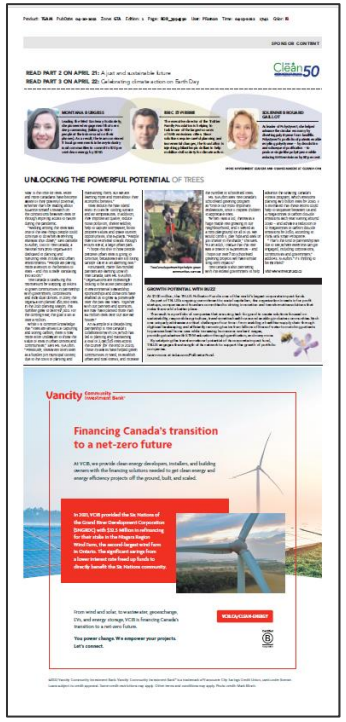
Your brand mentioned within the integrated report among participating advertisers



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**