2027 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

SPRING REAL ESTATE

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

The Greater Toronto Area real estate market is expected to continue evolving through 2027, creating opportunities for buyers, sellers and investors who are prepared to act when the timing is right. While market conditions may remain dynamic, renewed activity and shifting demand are opening the door to informed decision-making across the region's housing sectors.

To help readers navigate the landscape, *Spring Real Estate* will deliver timely insights, expert analysis and practical guidance on the trends shaping the GTA market. From resale homes and new developments to recreational and investment properties, this special report will explore the opportunities and considerations influencing real estate decisions in the year ahead.

For builders, developers, brokerages and real estate professionals, *Spring Real Estate* provides a trusted platform to connect with The Globe and Mail's affluent, financially empowered audience as they evaluate their next move.

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 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 READERS - 2,653,000

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

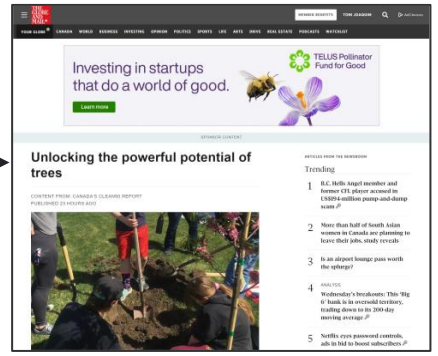
Standard Booking Deadline	Material Deadline	Publishing Date
March 17	April 7	Friday, April 23, 2027

INTEGRATED SPECIAL REPORT

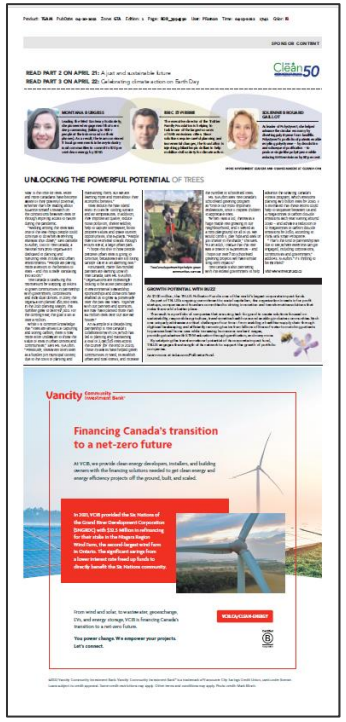
Your brand mentioned within the integrated report among participating advertisers



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**