

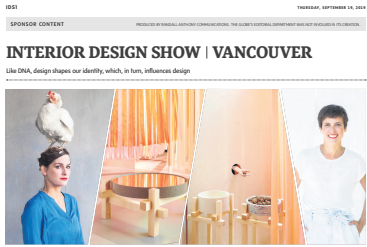


# 2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## Home decor

### INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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**DESIGN IS ALL AROUND US:** From the furniture to the lighting, the design of our homes is all around us. It's the way we live, the way we work, and the way we play. It's the way we connect with each other and the world around us. It's the way we create a sense of place and a sense of belonging. It's the way we make our homes our own.

**I want to plant the seeds for a better future. I want to engage in a more conscious and thoughtful way with the world around me. I want to live a more sustainable and eco-friendly life. I want to create a more meaningful and purposeful life. I want to make a difference in the world.**

**CREATING AN UNFORGETTABLE SENSE OF PLACE:** A home is more than just a place to live. It's a place where you can create a sense of place and a sense of belonging. It's a place where you can make your own choices and create your own style. It's a place where you can make your own memories and create your own legacy.

Home decor, akin to an art form, transforms living spaces into personalized sanctuaries, each one a captivating reflection of style and individuality. Whether it's the cozy warmth of rustic decor, the clean lines of modern minimalism, or the vintage charm of eclectic styles, the world of home decor offers endless possibilities for crafting spaces that resonate with comfort, aesthetics, and a true sense of 'home.' This special feature will highlight aspects of home decor that Canadians should embrace when planning their home improvement projects

- Proposed topic highlights:**
- DESIGN TRENDS:** Exploring the latest interior design trends, from minimalism to maximalism.
  - FUNCTIONAL & STYLISH APPLIANCES:** Highlighting appliances that blend seamlessly with your home's style while offering top functionality.
  - PERSONALIZED DECOR:** Diving into custom decor options, from bespoke furniture to unique color palettes.
  - SUSTAINABILITY & ECO-FRIENDLY DESIGN:** Discovering eco-conscious choices like sustainable materials and energy-efficient innovations for a greener living space.

**GET INVOLVED TODAY. CONTACT:**  
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*The Globe and Mail is the #1 newspaper brand in Canada\**

*Reaching more senior executives, business owners and professionals\**

*Reaching more High-Net-Worth Investors with over \$500K in assets.\**

Print/Digital Weekly Readers – **5,898,000**  
 Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 15, 2024	February 5, 2024	February 12, 2024	January 15, 2024
March 4, 2024	April 8, 2024	April 15, 2024	March 4, 2024
May 28, 2024	June 18, 2024	June 25, 2024	May 28, 2024
September 9, 2024	October 7, 2024	October 14, 2024	September 9, 2024