

EXPLORE ONTARIO



PUBLICATION DATE: Friday, May 17, 2019
GET INVOLVED BY: Thursday, April 18, 2019
MATERIAL DUE: Thursday, April 25, 2019

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Globe and Mail readers love to travel and Ontario's tourism industry has a lot to offer them. To inform these get-away hungry consumers about this province's multitude of places to go and things to see, The Globe and Mail will publish the 2019 edition of Explore Ontario on May 17.

Explore Ontario will be filled with great summer trip ideas and eye-popping visuals that will be can't miss reading for families, friends and couples planning their next great adventure. It will also be the ideal content environment for business and organizations looking to connect with these vacationers.

For additional information, contact
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REACH YOUR TARGET

ONLINE
Metro Edition

2.1 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 Metro Edition Total readers

PRINT
Metro Edition

516,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 Metro Edition Total readers

CONNECT WITH MORE PROSPECTS:

- 1 in 3 Globe readers vacation within Ontario each year (i112), on average spending \$1,000 or more on their trip (i125)
- While on vacation they enjoy taking in nightlife (i109), cultural events (i120), golfing (i114), adventure/recreation (i114)
- They seek the following accommodations when travelling: B&B (l:109), cottage (l:115) hotel or resort (i118)

Source: Vividata Fall 2018, Metro Edition, Print & Digital Readers (Weekly Cume)

WITH POWERFUL INTERACTIVITY RESULTS...

35% HIGHER READING TIME

OVER 2 MINUTES ON SPECIAL REPORT ARTICLES
VS. GAM SITE AVERAGE

3X HIGHER CTR

ON ADS NEXT TO CONTENT VS. GAM SITE AND CANADIAN AVERAGE

Source: Omniture, Doubleclick

Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are available across print and digital as bundled media packages.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space
- **Sponsor content feature will appear with committed advertising in either separate or relevant newspaper section**

DIGITAL

300,000 IMPRESSIONS

- **Delivered as:**
 - Contextually placed 300 x 600 audience engagement units
 - Advertiser branding (300 x 250) featured above links to articles
- Advertiser branding as 250x300 big box + 728x90 leaderboard to appear in roadblock next to articles, non guaranteed impressions
- Sponsor content articles will run in partner section

	NATIONAL	METRO
FULL PAGE	\$22,600	\$17,800
TWO-THIRDS (2/3) PAGE	\$16,062	\$13,189
HALF (1/2) PAGE	\$12,800	\$10,644
THIRD (1/3) PAGE	\$9,531	\$8,094
QUARTER (1/4) PAGE	\$7,900	\$6,822
BANNER	\$6,290	\$4,666***
EIGHTH (1/8) PAGE	\$5,083	\$3,724***

***Include no Digital Impressions.

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, WHERE APPLICABLE.

- IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.
- ONE MONTH DELIVERY.
- CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY
- DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
Globe and Mail Sales Representative