

# TRAVEL CANADA

**PUBLICATION DATES:** Saturdays in Pursuits  
**GET INVOLVED BY:** One month prior to publication date  
**MATERIAL DUE:** Two weeks prior to publication date

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

Globe and Mail readers love to travel, but as concerns over COVID-19 grow and anxiety over international travel persists, many are canceling trips abroad. Given the current climate, it's the ideal time to highlight the hotspots in our own backyard – from world-beating cultural attractions to awe-inspiring natural wonders.

To inform readers about the diverse array of travel opportunities that exist within this country, The Globe and Mail will publish Travel Canada to run in the Pursuits section. In this advertorial series, we will connect with readers through stories about Canada's top travel spots and provide them with tools to help them plan their great Canadian getaway.

Travel Canada will be filled with fresh summer trip ideas and high-impact photography that will be can't miss reading for families, friends and couples planning their next great adventure at home. It will also be the ideal content environment for business and organizations looking to connect with these vacationers.

To learn more about how to advertise in this special opportunity, please reach out to **Keith Ryder, Special Reports Associate** [kryder@globeandmail.com](mailto:kryder@globeandmail.com) or your Globe and Mail advertising representative.

## SPONSOR CONTENT FEATURES

INTEGRATED CONTENT FEATURES ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

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**REACH YOUR TARGET**

**ONLINE: National  
Globeandmail.com  
4.6 MILLION**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2019 National Total

**Globe Alliance  
20.2 MILLION  
MONTHLY UVS**

Source: comScore Q2 2019 average, multi-platform

**PRINT: National Edition  
899,000**

WEEKDAY PRINT READERS

Source: Vividata Spring 2019 National Total readers



## Special Reports and Integrated Content Features – Advertising Rates (National)

### ADVERTISING OPTIONS

Special Reports and Integrated Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client sponsor content
  - Additional investment applicable for client approved content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- FEATURES AND REPORTS APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

#### DIGITAL

- IMPRESSIONS delivered as branding ads 300x250 big box and or 728x90 leaderboard

	NATIONAL
FULL PAGE +200K digital impressions	\$19,200
HALF (1/2) PAGE + 100K digital impressions	\$10,900

IMPRESSIONS DELIVERED AS Big Box or leader board ads driving to client's site.

ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS.

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.

For more information, please contact your  
Globe and Mail Account Manager