

2021  
CONTENT FEATURE

PRINT AND DIGITAL  
NEWSPAPER

ONTARIO EDITION



# GREAT TASTE OF ONTARIO

At the Culinary Tourism Alliance, we believe food and drink are the great connectors. Whatever your passion, culinary tourism has a way of connecting you with the place you're in - whether that's abroad or at home.

Amidst all the chaos of the last two years, there emerged a silver lining. We believe there is an opportunity during recovery to strengthen Ontario's visitor economy - to deepen the connections between urban and rural communities while enhancing the tourism and agriculture supply chains. Culinary tourism connects us all.

That's why we've partnered with The Globe and Mail on The Great Taste of Ontario. We want readers to fall in love with Ontario all over again. Together, we're encouraging Ontarians to rediscover this big, BIG province. Our stories encourage hyper-local exploration and help people navigate this new normal. We're showcasing and celebrating the very best of our diverse and delicious communities, while reconnecting Ontario with the people and places that make our food and drink unique.

Won't you join us?

For additional information, contact  
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# GREAT TASTE OF ONTARIO: OCTOBER 8<sup>TH</sup> EDITION

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**This October, we're going to stretch that summer feeling in cities across the province.**

Building on our incredibly strong first four issues of Great Taste of Ontario, the Culinary Tourism Alliance and The Globe and Mail are producing a package of must read food tourism content timed to late October - just in time for fall colours.

Capitalizing on the growing desire among Ontarians to get out and explore their province and extend the summer tourism season, we'll share stories of foodie friendly fun during peak harvest season. This feature is the perfect way to stay top of mind among those seeking to explore the province and support local businesses.

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## Potential topics include:

- Iconic Northern Ontario road trips
- Family-friendly driving adventures (a survival guide!)
- A chef's guide to Ontario's great vegetarian dining options
- Farm to Table: Beer Edition - highlighting the journey of locally grown hops, from ground to glass
- A guide to cold weather camping - think yurt's, cabins and more!

*\*Globe Content Studio reserves the right to make all final editorial decisions on article topics and content mentions. Submitting a pitch idea does not guarantee that the concept will be used in the final product.*

# PUBLICATION DATES AND DEADLINES

PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DELIVERY DATE
October 16 <sup>th</sup> , 2020	Published	Published
December 4 <sup>th</sup> , 2020	Published	Published
May 28 <sup>th</sup> , 2021	Published	Published
August 20 <sup>th</sup> , 2021	Published	Published
<b>October 8<sup>th</sup>, 2021</b>	<b>September 10<sup>th</sup>, 2021</b>	<b>September 17, 2021</b>
December 10 <sup>th</sup> , 2021	November 12 <sup>th</sup> , 2021	November 19 <sup>th</sup> , 2021





## ADVERTISING OPTIONS

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

### DIGITAL

- Impressions delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- Integrated and client sponsor content articles run in partner section

### PRINT

Your choice of ad size  
 • Features and reports appear with committed advertising in either separate, or relevant section

- Rates include 300,000 digital impressions across desktop, tablet and mobile web, unless otherwise noted.
- Impressions delivered as audience engagement units. One monthly delivery. Contextual placement subject to availability. Delivery times are subject to seasonal adjustments.
- Bundle print and digital investments are discounted compared to single media commitments.
- Rates are net, agency fees are additional.

### Rates — Culinary Tourism alliance

Advertising opportunity	1-2 insertions	3-4 insertions	5-6 insertions
	Investment per insertion	Investment per insertion	Investment per insertion
Full page and 300,000 digital impressions	\$15,100	\$14,300	\$13,200
Half page and 300,000 digital impressions	\$12,600	\$11,925	\$10,950
Quarter page and 300,000 digital impressions	\$10,100	\$9,550	\$8,700
Horizontal banner, no digital impressions	\$3,900	\$3,705	\$3,510
Eighth page, no digital impressions	\$3,600	\$3,420	\$3,240

For more information please speak to your Globe and Mail advertising representative

# Ontario Globe readers are **VACATION INTENDERS**

Reach 454,000 readers in Ontario with the Friday edition of Globe and Mail Newspaper

Print & digital combined reaches 3.3 million readers in Ontario, weekly

- **51% of Globe weekly readers are looking forward to travelling within Canada once we return to normal**

Globe readers are high value vacationers: They are more likely to spend \$2,000+ while vacationing within Canada (Index 128)

**Travel Interests:** They enjoy culinary / food & wine (Index 131), golf (Index 119), outdoor adventure / eco tours (Index 118), city / cultural tours (Index 114), relaxation / spa (Index 114) while on vacation.

**Our April 2021 survey to Globe Insiders in Ontario revealed:**

- **63% are considering travelling in Ontario for their next vacation**
- **59% are most interested in Food / Restaurants when travelling** (top-ranked activity tied with visiting friends/family/relatives)

Source: Vividata Spring 2021, Ontario, Globe Weekday print & Print/Digital Weekly Cume;  
Globe Insiders COVID-19 Survey, April 15-21, 2021, n=1,043

