

# GREAT TASTE OF ONTARIO



We acknowledge the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario. Nous remercions l'agencé du gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario.



At the Culinary Tourism Alliance, we know much of how we used to experience the world has changed in the wake of the Covid-19 pandemic.

Amidst all the chaos though, there is a silver lining. We believe there is an opportunity during reopening 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 their readers to fall in love with Ontario - all over again. Together, we're going to encourage hyper-local exploration and help people navigate this new normal. We're going to showcase and celebrate the very best of our rural and urban communities and connect Ontario with the people and places that make its food and drink unique.

Won't you join us?

For additional information, contact  
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# Publication dates and deadlines

Publication Date	Booking deadline	Material delivery date
October 16 <sup>th</sup> , 2020	September 18 <sup>th</sup> , 2020	September 25 <sup>th</sup> , 2020
December 4 <sup>th</sup> , 2020	November 3 <sup>rd</sup> , 2020	November 10 <sup>th</sup> , 2020
February 19 <sup>th</sup> , 2021	January 22 <sup>nd</sup> , 2021	January 29 <sup>th</sup> , 2021
May 14 <sup>th</sup> , 2021	April 23 <sup>rd</sup> , 2021	April 30 <sup>th</sup> , 2021
July 16 <sup>th</sup> , 2021	June 18 <sup>th</sup> , 2021	June 25 <sup>th</sup> , 2021
October 15 <sup>th</sup> , 2021	September 17 <sup>th</sup> , 2021	September 24 <sup>th</sup> , 2021



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## 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

- FEATURES AND REPORTS APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

### 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

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, UNLESS OTHERWISE NOTED.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY. 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.

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 610,000 readers in Ontario with the Friday edition of Globe and Mail Newspaper

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

- 33% are planning to travel within Canada, 20% planning within Ontario  
*(likely much higher % now since Covid-19)*

**High Value Vacationers:** They are more likely to spend \$2,000+ while vacationing within Canada (i118)

**Travel Interests :** They enjoy Culinary / food & wine (i121), Golf (i123), outdoor adventure/eco tours (i113), city/cultural tours (i117), relaxation / spa (i110) while on vacation.





# Alliance



COSMOPOLITAN

BAZAAR



Esquire

marie claire

GOOD HOUSEKEEPING

ELLE

THE DECOR

seventeen

TOWN&COUNTRY

redbook

**BEST**

Men'sHealth

HouseBeautiful

CountryLiving

POPULAR MECHANICS

shondaland

Prevention

delish

Bicycling

ORGANIC Life

Woman'sDay

VERANDA

RODALE wellness

RUNNER'S WORLD

THE TIMES OF INDIA

The Guardian

The Atlantic

FAST COMPANY



Forbes

Women'sHealth

Inc.

THE WALL STREET JOURNAL  
Digital Network

The Washington Post



MarketWatch

BARRON'S

## The Globe Alliance Reaches 83% of Ontario's digital audience

Connect with 2.4 million Ontario residents planning on vacationing within Ontario (i127) – 91% Reach

- 88% of High Value Vacationers – intend to spend \$2,000+ on their next vacation (i123)
- 94% are culinary experience seekers - food & wine is an important part of their vacation plans (i131)
- 78% want experiences such as: cultural tours, city tours and or family activities while on vacation (i108)
- 94% intend to go shopping while on holiday
- Couples and Families – Globe Alliance readers are interested in both romantic getaways (98% reach) and family-friendly holidays (86% reach)