

COUPLES RETREATS

Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
May 19 th , 2021	May 26 th , 2021	Wednesday, June 9 th , 2021
June 16 th , 2021	June 23 rd , 2021	Wednesday, July 7 th , 2021
July 14 th , 2021	July 21 st , 2021	Wednesday, August 4 th , 2021
September 1 st , 2021	September 8 th , 2021	Wednesday, September 22 nd , 2021



Who doesn't need a break from everything right now? Between home schooling, working remotely and trying to keep everyone healthy, many couples are looking for a getaway to escape the everyday routine.

But, as COVID restrictions loosen while international leisure travel restrictions remain, what safe, active and romantic getaways can couples still consider?

To help, The Globe and Mail will publish a Couple Retreats series. Whether it be a wine testing weekend, golf getaway, romantic hideaway or just 2 or 3 days of unstructured bliss, this feature will help readers with their plans. Don't miss the opportunity to connect with these holiday-minded twosomes.

Media	Investment
Half page ad and 200,000 impressions	\$6,500
Full page ad and 200,000 impressions	\$10,000

For additional information, contact
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Media
Group

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

REACH YOUR TARGET

PRINT: Metro Edition
592,000
WEEKDAY PRINT READERS
Source: Vividata Fall 2020, Ontario, A14+

ONLINE: Ontario
4.2 MILLION MONTHLY UVs
Source: Comscore Media Metrix Multi
Platform, Ontario, Jul-Sep 2020 (Q3) Average

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