

Cruise



Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
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April 23rd, 2021	April 30th, 2021	Friday, May 21st, 2021
September 24 th , 2021	October 1st, 2021	Friday, October 22 nd , 2021

Investment: Special Feature/Contract Rates apply

After months of lockdowns and travel restrictions, Canadians are dreaming and planning for when they can once again hop on a cruise ship and enjoy the world.

But for some, there may be hesitation on what the industry is doing to ensure a pleasurable and uninterrupted experience.

To help cruise lines educate, entice and reach The Globe and Mail’s travel-loving audience, two Cruise special features are planned in 2021. Don’t miss the opportunity to be seen by readers charting their next adventure on the open seas.

For additional information, contact **KEITH RYDER**, Special Reports Associate kryder@globeandmail.com

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

REACH YOUR TARGET

PRINT: National Edition
923,000

WEEKDAY PRINT READERS
Source: Vividata Fall 2020, National, A14+

The Globe and Mail
ONLINE: National
7.5 MILLION MONTHLY UVs
Source: Comscore Media Metrix Multi-Platform, 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

Advertising Rates – SPONSOR CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF AD SPACE: ONE FULL or HALF PAGE. Advertising space can consist of brand ad and/or client approved content (additional investment required for client approved content).

DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300 x 600 traffic drivers, with 1x article link and (200,000x) 300 x 250 big box brand impressions
- Additional advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + 400,000 DIGITAL IMPRESSIONS ————— \$23,294

½ PAGE + DIGITAL 400,000 DIGITAL IMPRESSIONS ————— \$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE ————— \$17,920

½ PAGE ————— \$12,019

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

- One custom article developed to client approval, posted on Globe and Mail
- Article discovery via
 - 200,000 impressions with custom targeting
 - 867 clicks across Globe Alliance and extended network via CPC managed performance
 - Paid social amplification
 - Content retargeting & audience targeting driving to your site
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,500 – 2,200 estimated page views

————— \$15,000

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

- Most popular print sizes and digital frequency are noted. Ask about rates for other options.
- All rates noted are net, agency fees are additional.