

Cruises

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
January 5	January 19	January 26	February 16, 2022
March 14	March 30	April 6	April 27, 2022
July 4	July 20	July 27	August 24, 2022
October 3	October 19	October 26	November 16, 2022

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

There have been very few industries affected during COVID more than travel and arguably the cruise sector was hardest hit of all.

But 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.

For some, there may be hesitation on what the industry is doing to ensure a pleasurable and uninterrupted experience. The world is opening up and Globe and Mail readers love to cruise.

To help cruise lines educate, entice and reach The Globe and Mail's travel-loving audience, four Cruise special features are planned in 2022. Don't miss the opportunity to be seen by readers charting their next cruise adventure.

*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



Advertising Rates – INTEGRATED CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- Your choice of ONE FULL PAGE or HALF PAGE brand ad

DIGITAL

- 400,000 IMPRESSIONS delivered ROS as
 - (200,000x) 300 x 600 audience engagement units with advertiser logo above article link
 - (200,000x) 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + DIGITAL	\$29,900
HALF PAGE + DIGITAL	\$19,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE	\$24,300
HALF PAGE	\$14,300

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

SPONSOR CONTENT

1x custom developed sponsor article
 Exclusive brand ad surround: 300x250 + 728x90 in roadblock

DIGITAL PROMOTION

- Nativo native widget impressions on Globe and Mail
- CPC managed performance on Globe Alliance and extended networks
- Social amplification

ARTICLE PAGE VIEWS

1,400 – 2,000 estimated

\$15,000

All rates noted are net, agency fees are additional