

GREAT TASTE OF ONTARIO



Amid all the ups and downs of the past two years, a silver lining has emerged: people care about local food stories more than ever. As Canadians from coast to coast to coast shift their travel focus closer to home, we want to help them make better - more delicious - decisions.

That's why we've partnered with The Globe and Mail on The Great Taste of Ontario Special Report series. We want readers to fall in love with Ontario, season after season. Our stories will encourage local exploration in a safe and exciting way. We'll be showcasing and celebrating the very best of Ontario's diverse and delicious communities, while shining a spotlight on the people and places that make our food and drink culture unique.

We believe growing local tourism means supporting restaurants, operators and small business owners. We want to turn Ontario's people into our biggest ambassadors; to strengthen Ontario's visitor economy and deepen the connections between urban and rural communities. We want Ontario's destinations to be top of mind for food lovers across the nation. A good story can do all that after all - and we're inviting you along for the ride.

Please join us!

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GREAT TASTE OF ONTARIO: APRIL 29TH EDITION

Spring has sprung, and nothing says spring like a jaunt to some of Ontario's most picturesque and charming destinations.

Whether it's touring local wineries and breweries, snacking on delicious food truck fare, or dining on some of the best spring produce Ontario has to offer at a high-end restaurant, the Culinary Tourism Alliance and The Globe and Mail will cover it all in a package of compelling, must-read culinary tourism content that keeps local experiences and products firmly in the spotlight.

This feature is the perfect way to stay top of mind among adventurers seeking to explore the province and all it has to offer as spring blooms, all while supporting local businesses.



**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 |
|-----------------------------------|----------------------------------|----------------------------------|
| April 29 th , 2022 | March 30 th , 2021 | April 8 th , 2022 |
| June 24 th , 2022 | May 25 th , 2022 | June 3 rd , 2022 |
| September 30 th , 2022 | August 31 st , 2022 | September 9 th , 2022 |
| December 16 th , 2022 | November 16 th , 2022 | November 25 th , 2022 |



ADVERTISING OPTIONS

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

DIGITAL

- IMPRESSIONS delivered as
 - 50% 300x600 audience engagement units with advertiser logo above article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

INTEGRATED CONTENT ARTICLES WILL RUN IN PARTNER SECTION

PRINT

- YOUR CHOICE OF AD SIZE
- Advertising space can consist of brand and/or client sponsor content.
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

INTEGRATED CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE OR RELEVANT SECTION

Rates – Culinary Tourism Alliance

| Advertising opportunity | 1-2 insertions | 3-4 insertions |
|--|--------------------------|--------------------------|
| | Investment per insertion | Investment per insertion |
| Full page and 300,000 digital impressions | \$16,100 | \$14,600 |
| Half page and 300,000 digital impressions | \$13,400 | \$12,300 |
| Quarter page and 300,000 digital impressions | \$10,100 | \$9,250 |
| Horizontal banner, no digital impressions | \$4,300 | \$3,800 |
| Eighth page, no digital impressions | \$3,700 | \$3,400 |

- Rates include 300,000 digital impressions across desktop, tablet and mobile web, unless otherwise noted.
- One month delivery on impressions. 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.

Globe readers in Ontario and Quebec are Vacation Intenders

The Globe and Mail (print & digital) reaches 3.9 million weekly readers in Ontario and Quebec

- **Average weekday print readership is 505,000**

Globe readers plan to vacation in Ontario: They are more likely to vacation in Ontario in the next 12 months (Index 125)

Globe readers are high value vacationers: They are more likely to spend \$2,000+ on their next trip within Canada (Index 129)

Travel Activities they intend to do in the next 12 months: Night Life (Index 142), Attend Sporting Events (Index 129), Golf (Index 119), Sightseeing (Index 115), Shopping (Index 110), Attend Cultural Events (Index 106)

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)

