

# 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!

For additional information, contact  
**KEITH RYDER**, Special Reports Associate  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)



# GREAT TASTE OF ONTARIO: DECEMBER EDITION

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As the temperatures drop, snow begins to fall and holiday plans ramp up, people will be looking for fun and exciting ways to enjoy winter and the holiday season to its fullest. This could mean taking a drive to check out the holiday lights in a charming Ontario destination, picking up some unique food-related gifts while they're there; having an outdoor skate with family or friends followed by hot chocolate and tasty baked treats at a cool cafe; or a wintry extended-weekend getaway – filled with delicious gourmet meals – at one of Ontario's finest resorts.

The Culinary Tourism Alliance and The Globe and Mail will cover all of this and more in our 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 Ontario and all the deliciousness it has to offer in the beautiful winter season, all while supporting local businesses.

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*\*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 <sup>th</sup> , 2022	Published	N/A
June 24 <sup>th</sup> , 2022	Published	N/A
September 30 <sup>th</sup> , 2022	N/A	N/A
December 16 <sup>th</sup> , 2022	November 16 <sup>th</sup> , 2022	November 25 <sup>th</sup> , 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 3.4 million weekly readers in Ontario and Quebec**

- **Average weekday print readership is 448,000**

**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 135)

**Travel Activities they intend to do in the next 12 months:** Night Life (Index 131), Skiing/Snowboarding (Index 130), Snowmobiling (Index 127), Attend Sporting Events (Index 123), Sports Activities (Index 120), Golf (Index 113)

**In May 2022 we reached out to our Globe Insiders about their travel plans in the next 12 months\*:**

- 69% said they are planning to travel this Fall or Winter
- 61% are considering taking a vacation in Ontario
- Of those who are considering an Ontario vacation, 1 in 3 (36%) are planning to take a weekend getaway (4 days or less)

