

# Cruises

**GET INVOLVED BY:** November 23rd, 2022  
**MATERIAL DUE:** December 12, 2022  
**PUBLICATION DATE:** December 21st, 2022  
**INVESTMENT:** Special rates apply

**INVESTMENT:** INTEGRATED CONTENT/CONTRACT RATES APPLY

Canadians are dreaming and planning their winter and spring getaways and what better way to surprise your family than with the holiday gift of a cruise.

The world is opening up again, and Globe and Mail readers love to cruise . With so many options to choose from how do couples and families decide?

To help cruise lines educate, entice and reach The Globe and Mail's travel-loving audience, we will produce a special holiday edition of Cruises on December 21st.

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](mailto: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**  
637,000 WEEKDAY  
PRINT READERS  
Source: Vividata Spring 2022,  
National, A14+

**PRINT/DIGITAL: National  
Edition**  
5,860,000 WEEKLY  
PRINT/DIGITAL READERS  
Source: Vividata Spring 2022,  
National, A14+



## 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**

**\$17,000**

All rates noted are net, agency fees are additional