

# GREAT TASTE OF ONTARIO

Food and travel go hand in hand, and delicious local food and drink is frequently the highlight of any trip. Ontario is no exception. With a multitude of mouth-watering destinations across the province, we want to help local travellers make the best – and tastiest – decisions about where they want to spend their leisure time.

That’s why we’ve partnered with The Globe and Mail on The Great Taste of Ontario Special Report. 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.

For additional information, contact  
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2023 ONTARIO AND QUEBEC  
SPECIAL REPORT  
NEWSPAPER AND DIGITAL



PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DELIVERY DATE
August 25 <sup>th</sup> , 2023	July 21 <sup>st</sup> , 2023	August 4 <sup>th</sup> , 2023

# AUGUST 2023 EDITION

As summer begins to wind down and the fall air starts to blow in, Ontario travellers will be looking for fun day trips or weekend getaways to add some excitement as the seasons change. Whether it's fall fairs filled with tasty treats (from candy apples to corn dogs to poutine), Saturday morning outings to the apple orchard, or weekend getaways to enjoy picturesque views and equally beautiful meals, late summer into early fall is a glorious time to take in everything our province has to offer.

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 late summer and early autumn season, 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.*



# 2023 NEWSPAPER AND DIGITAL Advertising Rates – Ontario/Quebec Edition

## 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**

Advertising Opportunities	Culinary Tourism Alliance Rates
Full page and 150,000 digital impressions	\$12,500
Half page and 150,000 digital impressions	\$10,000
Quarter page and 150,000 digital impressions	\$6,500
Horizontal banner, no digital impressions	\$4,300
Eighth page, no digital impressions	\$3,700

- Rates include 150,000 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 3.5 million weekly readers in Ontario and Quebec**

- Average weekday print readership is 459,000

**Globe readers plan to vacation in Ontario:** They are more likely to vacation in Ontario in the next 12 months (Index 120)

**Globe readers are high value vacationers:** They are more likely to spend \$2,000+ on their next trip within Canada (Index 146)

**Globe readers are active travellers\*:** Snowmobiling (Index 140), Skiing/Snowboarding (Index 128), Night Life (Index 119), Attend Sporting Events (Index 119), Attend Cultural Events (Index 117), Sports Activities (Index 113), Golf (Index 111)

**Globe readers are interested in Culinary/Food & Wine:** They are more likely to take Culinary/Food & Wine vacations (Index 112)

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

- 61% are considering taking a vacation in Ontario
- 36% of Ontario travel intenders are planning to take a weekend getaway (4 days or less)

