

2020 and 2021
CONTENT FEATURE

PRINT AND DIGITAL
NEWSPAPER

ONTARIO EDITION

GREAT TASTE OF ONTARIO

At the Culinary Tourism Alliance, we know much of how we used to experience the world has changed in the wake of the Covid-19 pandemic.

Amidst all the chaos though, there is a silver lining. We believe there is an opportunity during reopening to strengthen Ontario's visitor economy - to deepen the connections between urban and rural communities while enhancing the tourism and agriculture supply chains. Culinary tourism connects us all.

That's why we've partnered with The Globe and Mail on The Great Taste of Ontario. We want their readers to fall in love with Ontario - all over again. Together, we're going to encourage hyper-local exploration and help people navigate this new normal. We're going to showcase and celebrate the very best of our rural and urban communities and connect Ontario with the people and places that make its food and drink unique.

Won't you join us?

For additional information, contact
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GREAT TASTE OF ONTARIO DECEMBER 11TH EDITION

Bring the Great Taste of Ontario home for the Holidays

It's the most wonderful time of the year to be top of mind for those seeking to support small businesses and uncover hyper-local experiences. On the heels of an incredibly well-received fall debut Great Taste of Ontario the Culinary Tourism Alliance is producing the next Great Taste of Ontario feature in The Globe and Mail early December, focusing on the ways Ontarians can enjoy the season and bring a taste of Ontario home for the holidays. From foodie favourites to family-fun, this feature will serve as the ultimate guide to celebrating winter here at home.

Potential topics include:

- Stay on the 'nice' list: How to explore your local area safely this season (this wording is great!)
- The best outdoor activities you need to try this winter — at a distance
- Five ways to support small businesses during the season of giving
- Why the best present you can give this year is actually a gift card
- How to indulge in the ultimate apres-ski experience
- What three hardcore foodies are giving as gifts this year
- DIY Ice Wine Tour: A guide to the frosty flavour of the season, including local cheese pairings
- Ontario-made products we want to find in our stockings?
- Usher in 2021 with Ontario Sparkling and Cheese?

Have an idea for an article that fits with our holiday line-up? If you purchase an ad in the feature **November 2nd, 2020** we'll consider* your pitch for an additional piece of content.

**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
October 16 th , 2020	Published	Published
December 11 th , 2020	November 10 th , 2020	November 17 th , 2020
February 19 th , 2021	January 22 nd , 2021	January 29 th , 2021
May 14 th , 2021	April 23 rd , 2021	April 30 th , 2021
July 16 th , 2021	June 18 th , 2021	June 25 th , 2021
October 15 th , 2021	September 17 th , 2021	September 24 th , 2021



ADVERTISING OPTIONS

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

DIGITAL

- Impressions delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- Integrated and client sponsor content articles run in partner section

PRINT

Your choice of ad size

- Features and reports appear with committed advertising in either separate, or relevant section

- Rates include 300,000 digital impressions across desktop, tablet and mobile web, unless otherwise noted.
- Impressions delivered as audience engagement units. One monthly delivery. Contextual placement subject to availability. 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.

Rates — Culinary tourism alliance

Advertising opportunity	1-2 insertions	3-4 insertions	5-6 insertions
	Investment per insertion	Investment per insertion	Investment per insertion
Full page and 300,000 digital impressions	\$15,100	\$14,300	\$13,200
Half page and 300,000 digital impressions	\$12,600	\$11,925	\$10,950
Quarter page and 300,000 digital impressions	\$10,100	\$9,550	\$8,700
Horizontal banner, no digital impressions	\$3,900	\$3,705	\$3,510
Eighth page, no digital impressions	\$3,600	\$3,420	\$3,240

For more information please speak to your Globe and Mail advertising representative

Ontario Globe readers are **VACATION INTENDERS**

- Reach 610,000 readers in Ontario with the Friday edition of Globe and Mail Newspaper
- Print & digital combined reaches 3.3 million readers in Ontario, weekly
- 33% are planning to travel within Canada, 20% planning within Ontario
(likely much higher % now since Covid-19)
- High Value Vacationers: They are more likely to spend \$2,000+ while vacationing within Canada (i118)
- **Travel Interests** : They enjoy **Culinary / food & wine (i121)**, **Golf (i123)**, outdoor adventure/eco tours (i113), city/cultural tours (i117), relaxation / spa (i110) while on vacation.

Source: Vividata Spring 2020 Study | Globe and Mail Wkday Edition & Print/Digital Weekly Cume | ONTARIO





Alliance



COSMOPOLITAN

BAZAAR

REUTERS



Esquire

marie claire

GOOD HOUSEKEEPING

ELLE

ELLE DECOR

seventeen

TOWN&COUNTRY

redbook

BEST

Men'sHealth

HouseBeautiful

CountryLiving

POPULAR MECHANICS

shondaland

Prevention

delish

Bicycling

OrganicLife

Woman'sDay

VERANDA

RODALE wellness

RUNNER'S WORLD

THE TIMES OF INDIA

The Guardian

The Atlantic

FASTCOMPANY

abc NEWS

Forbes

Women'sHealth

Inc.

THE WALL STREET JOURNAL.
Digital Network

The Washington Post



MarketWatch

BARRON'S

THE GLOBE ALLIANCE REACHES 83% OF ONTARIO'S DIGITAL AUDIENCE

Connect with 2.4 million Ontario residents planning on vacationing within Ontario (i127) – 91% Reach

- 88% of High Value Vacationers – intend to spend \$2,000+ on their next vacation (i123)
- 94% are culinary experience seekers - food & wine is an important part of their vacation plans (i131)
- 78% want experiences such as: cultural tours, city tours and or family activities while on vacation (i108)
- 94% intend to go shopping while on holiday
- Couples and Families – Globe Alliance readers are interested in both romantic getaways (98% reach) and family-friendly holidays (86% reach)

Source: comscore Plan Metrix Key Measures | Globe Alliance | March 2019 | ONTARIO | A18+



Media Group