

IN CONFERENCE

Guide to Meetings & Conventions Travel

SPRING ISSUE SPACE CLOSE APRIL 1 | **MATERIAL DEADLINE** APRIL 23 | **PUBLICATION DATE** MAY 21

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Magazine Advertising Supplement to the Globe and Mail Newspaper

National Distribution to 200,000 Globe and Mail subscribers in British Columbia, Alberta, Ontario, Quebec and the Atlantic.

In-Conference is returning in a magazine-format in 2010 to service the meeting planning industry and business travel planners. With the breadth and insight that comes with years of experience, reporting Editor Ian Cruikshank will cover off the issues and interests of those making decisions on where to locate their next meeting in Canada or abroad this year.

A natural fit for advertisers of tourism boards, accommodation, conference venues, transportation, and leisure activity destinations, you will be reaching Canada's most influential business audience who are planning travel and meetings in 2010.

TENTATIVE TOPICS:

- Regional locations, highlighting their vast choice of venues, team-building activities and/or rewarding escapes.
- International locations with an advantage, for global enterprises
- Venues that offer turn-key event solutions
- Teleconferencing and other technology that is leading the way for some hotels and resorts to include international audiences or guest speakers.
- Themes and agendas that will help make your conference a success, including awards, promotional items, professional speakers.
- Transportation options – airline and train route updates
- Rewarding partnerships – what to consider when building relationship with long-term partners, from CSR initiatives, family offers, to reward programs.

RESEARCH:

- Over 14% of Globe and Mail readers attend a conference
- They are 84% more likely to take 6+ business trips over 12 months
- 20% travel by plane for business
- They are 247% more likely to travel to a foreign destination for business
- They are 2x as likely to travel by train for business
- Over 10% of Globe and Mail readers are responsible for Business Purchase decisions regarding Business Travel (Index 200)

Source: PMB 2009

Display Rates (Net):

Full page/Colour:	\$8,800
½ page/Colour:	\$6,600
¼ page/Colour:	\$3,500

Special Conditions:

1. Custom Publishing: Clients will be contacted to be included within the editorial content. If you wish to have guaranteed space, please see above rates. The writer will collaborate with you on the content.
2. Buy Spring AND Fall 2010 editions – take 15% off your ad size rate.
3. Cover Package: buy placement on the Front Cover + FP ad + FP custom content for \$22,000 net.

In-Conference: ONLINE PACKAGE

The Spring and Fall InConference Guides will reside at www.globeandmail.com/inconference with live URL links to each advertisers website. This content will be active for 4 months per edition. 500,000 traffic drivers will drive online users to the Guide, promoting articles only (no advertiser in the traffic drivers).

One Advertiser Exclusivity: All 3 ad units within the Guide hub for \$22,500 net.

For Production Specifications, please see the ROB Magazine Production Specifications booklet.

To book your advertising space or for more information, please contact your Globe and Mail representative, or:

Natalie Prior | tel: 416.585.5056 | email: nprior@globeandmail.com
Sonja Tasovska | tel: 416.585.3318 | email: stasovska@globeandmail.com