



National Distribution

PUBLISHING DATE Wednesday, April 7, 2010 | **SPACE DEADLINE** Wednesday, March 17, 2010 | **MATERIAL DEADLINE** Wednesday, March 31, 2010

Travel-loving Canadians continue to rank European destinations high on their list of places to visit, with almost 1 in 3 Globe readers having travelled to Europe in the past 3 years.

On Wednesday, April 7, 2010, The European Travel Commission and The Globe and Mail will publish a new feature, **VISIT EUROPE** highlighting what's new and what can't be missed by Globe and Mail readers on their next visit.

TENTATIVE EDITORIAL LINE-UP

- › Hot destinations for 2010
- › Guided Tours of hidden gems
- › Best gardens, architecture, beaches
- › City escapes
- › Alternative routes – rivers and mountains
- › Art Exhibits and Music Festivals
- › Best shopping

GLOBE AND MAIL READERS LEAD THE WAY

- › 245,000 Globe readers were Europe-bound in the past 3 years.
- › Almost 1 in 3 readers visited a European country over this time period.
- › Globe readers travel to Europe more than the average person. Only 18% of Canadians visited Europe in the past 3 years while 29% of Globe readers visited this region (Index 162).

Source: NADbank 2008 – 21 National Product Markets (Weekday Readership).

- › The latest tourism indicators confirm that Europe is Canada's #1 destination overseas. The U.K. attracts the most visitors followed by France and Germany.

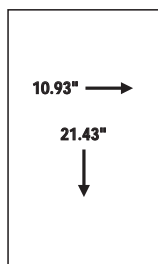
Source: Statistics Canada – August 19, 2009, "Travel Between Canada and other Countries".



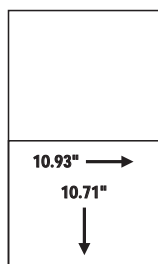
DON'T MISS THE VISIT EUROPE ADVERTISING FEATURE TO REACH AFFLUENT AND TRAVEL-LOVING GLOBE AND MAIL READERS ACROSS CANADA MAKING PLANS FOR THEIR NEXT TRIP



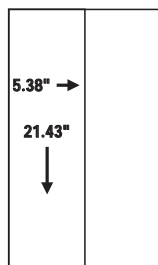
Advertising Sizes



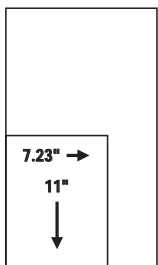
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)



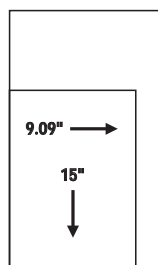
1/2 Page
900 lines
10.93" w x 10.71" d
(6 x 150)



1/2 Page
900 lines
5.38" w x 21.43" d
(3 x 300)



Magazine Page
660 lines
7.23" w x 11.75" d
(4 x 165)



2/3 Page
1,050 lines
9.09" w x 15" d
(5 x 210)

ADVERTISING RATES (net)*

4 Colour Process	1x
Full Page	\$24,720
1/2 Page (6 x 150 or 3 x 300)	18,540
Page Dominant (5x120)	20,230
Magazine ad (4 x 165)	14,420

* Canadian dollars (net)

Distribution National Edition

Mechanical Specifications

Number of Columns: 6

Column width: 1.69"

Column depth: 300 modular agate lines for full page ads (1,800 lines per 6 column page).

Column Measurements

1 column	1.69"
2 columns	3.53"
3 columns	5.38"
4 columns	7.23"
5 columns	9.09"
6 columns	10.93"

Full Page Sizes

Full column depth: 300 modular agate lines, (1,800 lines per 6 column page).

Single full-page: 10.93" w x 21.43" d without folio.

Double Truck page: 22.91" w x 21.43" d without folio.

Gateway ads: Please contact your account manager for dimensions.

Material Specifications

- 100 lines per inch.
- Print resolution of 200 dots per inch.
- Minimum highlight dot: 3%.
- Maximum highlight dot: 90%.

Electronic Delivery:

- AdForward website.
(adforward.globeandmail.ca) – preferred.
- ftp site (adftp.globeandmail.ca).

File Formats:

- High resolution PDF – preferred.
- High resolution EPS with fonts embedded.
- Native Quark or InDesign files with fonts and images.

- A proof of the material, whether for colour or black and white ads, must accompany ALL ad submissions, including electronic delivery.

- For a complete ad specification book and for quality guidelines, please visit adforward.globeandmail.ca.

CONTACTS

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TORONTO (Ontario and Manitoba)

t: 416.585.5111 toll-free: 1.800.387.9012 f: 416.585.5698 e: advertising@globeandmail.com

EASTERN CANADA (Ottawa region, Quebec and Atlantic Canada)

t: 514.982.3050 toll-free: 1.800.363.7526 (from NFLD, NS, PEI, NB, PQ) f: 514.982.3074
e: advertisingeasternca@globeandmail.com

WESTERN CANADA (from BC, AB, SK, NT)

t: 604.685.0308 toll-free: 1.800.663.1311 f: 604.685.7549 e: advertisingwesternca@globeandmail.com

U. S., MEXICO AND THE CARIBBEAN Media-Corps Inc., San Diego, CA

t: 858.366.4265 toll-free: 1.866.744.9890 f: 866.355.5990 e: rlplante@media-corps.com

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