

2010/2011 TRAVEL REPORT CALENDAR

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The following reports have become essential guides for advertisers and readers alike, providing a useful resource of where to travel next in Ontario, Europe, Canada and worldwide; where to stay on business or on vacation; where to hold your next business meeting; and best in transportation routes today. Keeping up with reward programs

and inspirational destinations is more than a past-time for Globe and Mail readers – 75% have taken a vacation trip in the past year. They are also 45% more likely than the average person to travel on business 6+ times annually.

Source: NADbank 2009 – 21 National Product Markets (Weekday Figures)

2010 Report Title	Section	Distribution	Edit/Adv	Date	Online	Sponsorships
Business Travel Series	Report on Business section	National	Editorial	Wednesday*	Y	Y
Explore Ontario	Globe Life	Ontario + Quebec	Advertorial	Thurs. Sept. 16	Y	Y
Travel & Rewards (Fall 2010)	Stand-alone	National	Advertorial	Thurs. Sept. 23	Y	
Business Travel Report	Report on Business magazine	National	Advertorial	Fri. Oct. 29 (Nov. issue)	Y	
Ski Destinations	Globe Travel	National/Metro	Editorial	Sat. Nov. 6	Y	
Christmas Shopping/Gear Guide	Globe Travel	National	Editorial	Sat. Nov. 13	Y	
Sun Destinations	Globe Travel	National/Metro	Editorial	Sat. Nov. 20	Y	
Asia Destinations	Globe Travel	National	Advertorial	Sat. Nov. 20	Y	

2011 Report Title	Section	Distribution	Edit/Adv	Date	Online	Sponsorships
Business Travel Series	Report on Business section	National	Editorial	Wednesdays*	Y	Y
Ski Destinations	Globe Travel	National/Metro	Editorial	Sat. Jan. 8	Y	
Sun Destinations	Globe Travel	National/Metro	Editorial	Sat. Jan. 15	Y	
Wellness Vacation	Stand-alone	National	Editorial	Sat. Mar. 5	Y	Y
Business Travel Report	Report on Business magazine	National	Advertorial	Fri. Mar. 25 (April issue)	Y	
Visit Europe	Stand-alone	National	Advertorial	Wed. April 6	Y	
Travel & Rewards (Spring 2011)	Stand-alone	National	Advertorial	Wed. April 13	Y	
Touring Canada - Regional Coverage	Globe Travel	National/Metro	Editorial	Sat. May 7 - Aug. 13	Y	Y
Explore Ontario (Spring 2011)	Globe Life	Ontario + Quebec	Advertorial	Thurs. May 26	Y	Y

**Business Travel Series will begin upon Sponsorship/Advertising commitment from August 15th onwards.

**Sponsorship Packages of the above are noted available. Please see separate Sponsorship Package Ratecard for the related report for pricing and inclusions.

***Online Packages of the above Special Reports are noted. Please see separate Online Special Report Ratecard for details on pricing and inclusions.

Explore Ontario (Spring and Fall)

Inspire readers with destinations to explore in Ontario this Fall, plus recommended transportation routes to get there.

Travel & Credit Card Rewards

A consumer's guide to loyalty offerings from travel and credit card companies, and how to get the most from them.

Business Travel & Report

A business travellers guide to travelling in Canada, and abroad, in style - from accommodations with loyalty benefits and business services, to airlines with added benefits, to tips and tech gear for the road-warrior in 2010.

Visit Europe

An annual feature in partnership with the European Travel Commission, the featured countries will provide readers with inspiration and special offers.

Sun Destinations

Vacation travelers today have so many hot destinations to choose from to meet their every need. This report explores what is new in southern travel options - from luxury to relaxation.

Touring Canada Series

Editorial focus on Canada over summer 2010 that will inspire and inform of new parks, new trails, and other experiences out our back door.

Business Travel Series

Editorial focus on travel on the go, productivity, business practices abroad, latest conference locations, hotel reviews, frequent traveler program reviews, technology, and more.

Wellness Vacations

End of winter, and time for a trip to get in shape, unwind, and prepare for summer with the family, friends, or your partner. Highlights of resorts and destinations that cater to mending the mind and soul with spas, fitness, cycling, yoga, and more.

Asia Destinations

Featuring countries of this region, with highlights of cultural events, food and latest activities.