

Cruise Travel



SATURDAY FEBRUARY 26 • SPACE CLOSE: Friday, February 4 • MATERIAL DUE: Monday, February 21

The Globe and Mail Travel section, Saturday, will be featuring cruise travel on February 26th, 2011.

Advertisers who buy within this section will associate their ad message with relevant editorial content. Content is at the discretion of Globe Travel Editor.

Enhanced Opportunity: Consider further engaging the reader with custom content that highlights reasons to choose your Cruise vacation - whether for adventure, exotic locations, or fun family cruise packages.

General Advertising Rates

| | |
|----------------------|---------|
| Contract rates apply | Gross |
| Transient | \$20.10 |
| Colour Charge | \$8,066 |
| Less than half page | \$6,453 |

Distribution National Edition

PURCHASE SPACE (SEE GENERAL ADVERTISING RATES)

Or enhance your story with custom content above your ad message

- 1/2 page custom content + 1/2 page supplied ad = \$35,500 gross
- 1/4 page custom content + 1/4 page supplied ad = \$23,000 gross

Online package \$7000/wk

- 400,000 300x600 co-branded Sun & Cruise Traffic Drivers + all units within Sun & Cruise
- See <http://www.theglobeandmail.com/life/travel/cruise/> for example of coverage.

WHY CONSIDER THIS GLOBE AND MAIL NEWSPAPER:

Globe Saturday Readers:

- Enjoy all types of boating activities at sea:
 - Sailing – Index 148
 - Canoeing – Index 146
 - Rowing – Index 128
- But they have more enjoyment for cruising; they are 56% more likely than the average Canadian to have gone on a cruise in the past 3 years
- They have a higher propensity to extend their cruise vacation longer by spending up to 2 weeks on a cruise ship (Index 180)

Source: PMB 2010 Fall 2 Year Study; Base: Total Canada – Adults 18+

PLEASE CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE

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