

PUBLICATION DATE Saturday, November 20
BOOK DEADLINE November 5
MATERIAL DEADLINE November 12

Globe Travel will be again be covering the editorial best picks for Sun vacations for Canadian sun-seekers and their families.

Purchase space adjacent to November 20 coverage.

Enhance your story with custom content above your ad message

- ½ page custom content + ½ page supplied ad = \$35,500 gross
- ¼ page custom content + ¼ page supplied ad = \$23,000 gross

WHY ADVERTISE IN THE GLOBE AND MAIL:

Globe Saturday Readers:

- 76% have taken a personal vacation in the past year
- They are 25% more likely than the average Canadian to have taken 4-5 personal overnight trips in the past year
- In the past 3 years, they have enjoyed travelling to exotic sun destinations:
- 148,000 have gone to Mexico (Index 130)
- 195,000 have gone to the Caribbean's (Index 108)
- 50,000 have gone to Central/South America (Index 141)
- In the past 3 years, they have spent over \$4,700 on a single vacation, 31% more than the average Canadian (Index 131)

Source: NADbank 2009 Study; Base: 21 National Product Markets

Online package: \$7000/wk

- 400,000 300x600 co-branded Sun Destinations Traffic Drivers + all units within Sun Destinations editorial Hub

PLEASE CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE

Natalie Prior Category Manager t: 416.585.5056 e: nprior@globeandmail.com

Sonja Tasovska Project Co-ordinator t: 416.585.3318 e: stasovska@globeandmail.com

General Advertising Rates

Contract rates apply Gross
 Transient \$20.10

Colour Charge \$8,066

Less than half page \$6,453

Distribution National Edition

■ FOR COMPLETE ADVERTISING INFORMATION: GLOBELINK.CA/REDESIGN2010 ■ FOR DETAILED PRODUCTION SPECIFICATIONS: GLOBELINK.CA/REDESIGN2010/SPECS
 ■ TO UPLOAD COMPLETED ADVERTISING: GLOBELINK.CA/ADFORWARD ■ TO DOWNLOAD GLOBE AND MAIL TEARSHEETS AND INVOICES: GLOBEBILLING.CA

TORONTO (ONTARIO & MANITOBA) TEL: 416.585.5111 | TOLL-FREE: 1.800.387.9012 | FAX: 416.585.5698 | advertising@globeandmail.com
EASTERN CANADA (OTTAWA REGION, QUEBEC & ATLANTIC CANADA) TEL: 514.982.3050 | TOLL-FREE: 1.800.363.7526 | FAX: 514.982.3074 | advertisingeasternca@globeandmail.com
BRITISH COLUMBIA, NORTHWEST TERRITORIES AND NUNAVUT TEL: 604.685.0308 | TOLL-FREE: 1.800.663.1311 | FAX: 604.685.7549 | advertisingwesternca@globeandmail.com
ALBERTA AND SASKATCHEWAN TEL: (CGY) 403.245.4987 | FAX: 403.244.9809 | TOLL-FREE: (EDM) 1.800.663.1311 ext. 6606 | FAX: 604.685.7549
 | TOLL-FREE: (SK) 1.800.663.1311 ext. 6639 | FAX: 604.685.7549 | advertisingwesternca@globeandmail.com
UNITED STATES, MEXICO & CARIBBEAN TEL: 858.366.4265 | TOLL-FREE: 1.866.744.9890 | FAX: 866.355.5990 | rlaplante@media-corps.com

YOU ALSO NEED TO KNOW: Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of licence) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.



SUN
 NATIONAL
destinations