

ultimate SKI destinations

NATIONAL



THE GLOBE AND MAIL 
Globe and Mail.com 

NEWSPAPER EDITORIAL FEATURE
IN **Globe Travel** 2010

SATURDAY NOVEMBER 6 • SPACE CLOSE: Friday, October 22 • MATERIAL DUE: Friday, October 29

Globe Travel will be covering the editorial best picks for ski vacations for Canadian skiers and families.

Snow-bound travelers are looking for an experience to remember –whether it's the newest mountain terrain, or the oldest, most established ski lodge; or just the best place to make the first snow tracks of the day.

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Online package \$7000/wk

- 400,000 300x600 co-branded Ski Central Traffic Drivers + all units within Ski Central editorial Hub
- See <http://www.theglobeandmail.com/life/travel/ski-central/> for example of coverage.

WHY CONSIDER THIS GLOBE AND MAIL NEWSPAPER:

Globe Saturday Readers:

- One in four readers enjoy skiing! (Index 120)

Source: NADbank 2009; Base: 21 National Product Markets

- 76% of our readers that ski have taken a vacation in the past year
- More than one in five readers that ski had taken over 4 trips in the past year
- Our readers that ski are 57% more likely than average to have purchased a Ski Package in the past 3 years (Index 157)
- Our readers that ski spent \$4,748 on a single vacation in the past 3 years (Index 132)

Source: NADbank 2009; Base: 21 National Product Markets & Adults who enjoy skiing

General Advertising Rates

Contract rates apply	Gross
Transient	\$20.10

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Less than half page	\$6,453
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Distribution National Edition

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