

# DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

**NEW FOR 2024**

**WE ARE ADDING DISTRIBUTION  
TO SUBSCRIBERS OF THE *TORONTO STAR***

## MEDIA KIT 2024

### PRINT

Distributed 4x a year to all subscribers of *The Globe and Mail*, Canada's national newspaper; and NEW in 2024 the *Toronto Star*, to subscribers in high-income areas across Canada's largest metropolitan city.

### DIGITAL

Each issue of *DreamScapes* is accessible online in its entirety with links to advertisers' sites, contests and past issues. *DreamScapes* is also available on several digital newsstand sites, including Apple, Google Play, PocketMags.com, Issuu.com, PressReader.com



**DREAMSCAPES.CA**



*DreamScapes* is published by Globelite Travel Marketing Inc.  
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**THE GLOBE AND MAIL**  
**TORONTO STAR**





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## YOUR **DREAMSCAPES** EDGE

**DreamScapes** partners with Canada's national news brand, *The Globe and Mail*, to reach the country's most desirable national audience; AND NEW in 2024, select subscribers from the *Toronto Star* will be added, reaching Canada's largest metropolitan region in the highest income areas.

## DREAMSCAPES ADVERTISING AND CONTENT OPPORTUNITIES

### PRINT & DIGITAL

- Print ads
- Sponsored content
- Special editorial feature sections
- Cover wraps
- Inserts – bound-in or glued-in
- Social media
- Custom web content

### DIGITAL ONLY

- Videos, box ads, leaderboard position
- Paid social media posts (Sponsored, partnerships, contests & giveaways)
- Web editorial features
- Travel Alert Newsletters





## READERSHIP: MEET OUR NATIONAL READERS

Our readers are culturally curious, sophisticated travellers. They seek adventure, appreciate the planet's riches, and value local experiences. Passionate about places and people, *DreamScapes* travellers pursue the ultimate dream escapes.

***DreamScapes*** magazine reaches Canada's key consumer market

After seeing an ad for a product, brand or service **53** percent are more likely to search for it, **76** percent more likely to purchase it and **2.5X** more likely to recommend it\*

**80** percent of **HIGH VALUE VACATIONERS**: for their next trip, they are forecasted to spend over \$3,000\*\*

**81** percent of *DreamScapes*' **EPICUREANS** intend on taking a culinary or wine tour\*\*

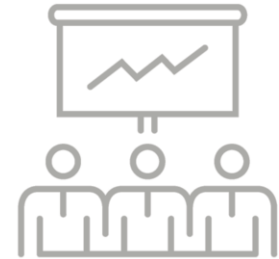
Over three-quarters of our readership (**76%**) are **CULTURE ENTHUSIASTS** \*\*

3 in 4 **ACTIVE TRAVELLERS** prep for soft adventure and eco tours\*\*

Over 3 in 4 **SEA-SEEKERS** are expected to visit beaches, resorts or book a cruise\*\*



Average age **48**\*



Age 25 – 54: **49** percent  
Age 55+: **30** percent



**73** percent more likely to be Senior Managers or Owners\*



**58** percent more likely to have an HHI \$200K+\*



**35** percent more likely to have investible assets \$500K+



**16** percent more likely to have 3+ credit cards\*

**Source:** \*Vividata Spring 2021 Study, \*\*Globe and Mail, TGAM\_GA Leisure Travel study

## READERSHIP: MEET OUR NEW TORONTO READERS\*

*DreamScapes* magazine will be distributed in the *Toronto Star*, Canada's largest daily newspaper, starting in 2024 and will reach Canada's highly sought-after frequent fliers living in high income areas. Toronto is Canada's largest metropolitan city and is the fourth largest populated city in North America after Mexico City, New York City, and Los Angeles. The *Toronto Star* possesses the country's greatest total readership.

### **Education + Occupation**

53 percent of *DreamScapes'* Toronto readers have a university degree and the majority (49 percent) have a professional career either in a white collar or managerial position.

### **Highest Income Areas**

HHI - These neighbourhoods are only the highest income areas in the country where 68% of *DreamScapes'* Toronto-area readers own property, while 54% of its Toronto-area reader base has a household income of more than \$75K. Its high earners with triple digit income of \$100K+ comprise 38 percent of the total readership in the largest consumer market in Canada.

**Source:** \*Toronto Star Media Kit 2023

## READERSHIP DEMOGRAPHICS

### *Who's reading?*



**59** percent male



**40** percent female

### *Age Category*

18-34 years

**41%**

18-49 years

**68%**

25-49 years

**53%**

35-49 years

**28%**

35+ years

**59%**

65+ years

**14%**

## LUXURY REACH

### DISTRIBUTION – PRINT

#### *Globe and Mail* Subscribers

Ontario.....	36,500
Quebec .....	2,100
Manitoba & Saskatchewan .....	1,500
British Columbia .....	6,800
Alberta .....	3,200

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Total *Globe and Mail* Subscribers ..... 50,100

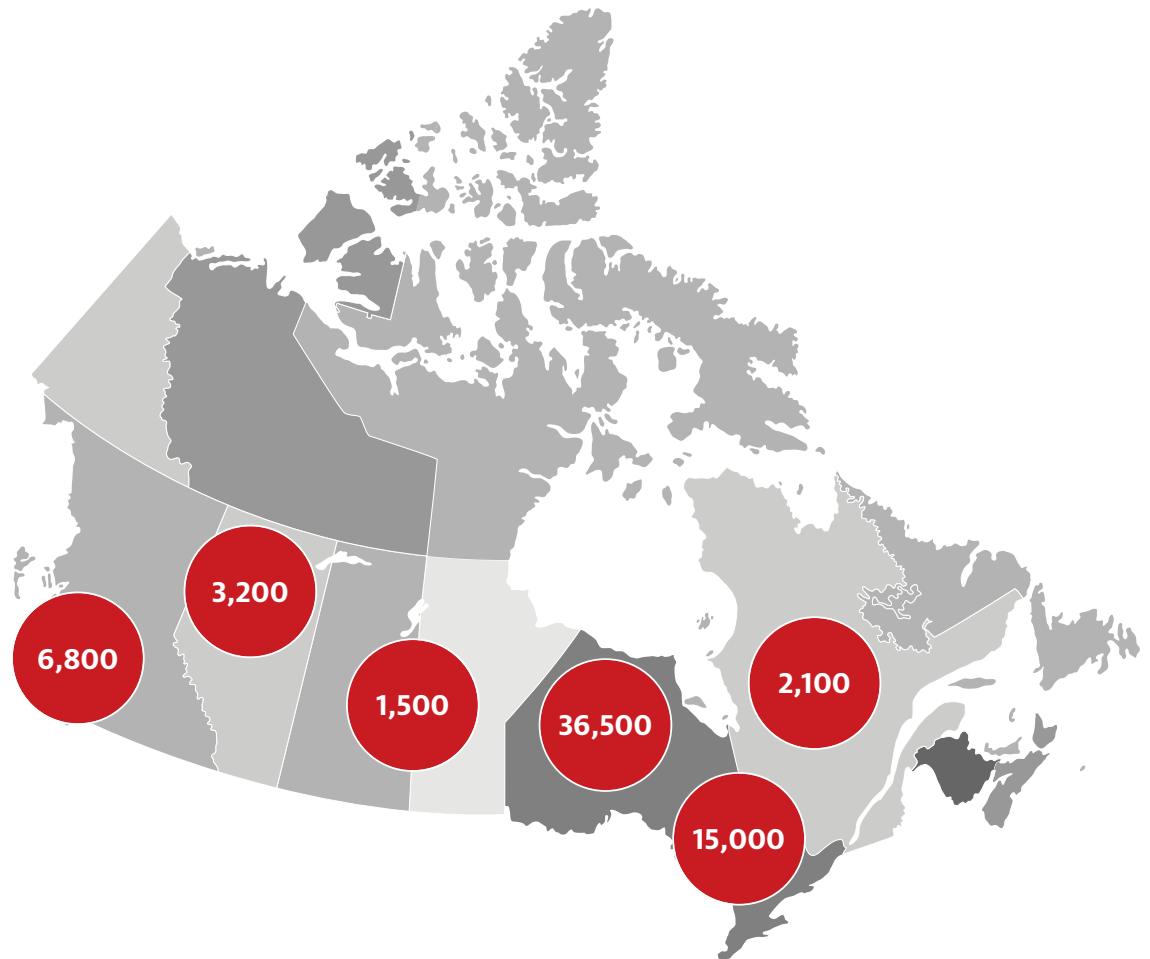
<i>Toronto Star</i> Subscribers .....	15,000
Special Mailings .....	1,000

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Total Copies ..... 66,100

### TOTAL READERS PER EDITION    **464,000**

• PRINT .....	260,000
• DIGITAL	
Website Impressions .....	255,000
Unique Visitors .....	84,000
Digital Newsstand Readers .....	120,000



## DREAMSCAPES & THE GLOBE AND MAIL REACH CANADA'S LARGEST NETWORK OF LUXURY LEISURE TRAVELLERS

3.3 million readers of *The Globe and Mail* are planning to take a vacation in the next 12 months. Connect with Canadians travelling within Canada, the U.S. and international destinations.

DESTINATION	READERS	INDEX
Canada	1,143,000	110
USA	663,000	116
Mexico/Caribbean	357,000	116
U.K./Europe	350,000	122
Asia	173,000	157

### THE GLOBE AND MAIL'S WEEKLY PRINT AND DIGITAL READERS ARE:

- **ACTIVE:** Golfing (Index 126), Skiing/snowboarding (Index 122), Sightseeing (Index 119), Nightlife (Index 119), Cultural events (Index 115)\*
- **INTERESTED IN A VARIETY OF VACATION PACKAGES:** Culinary/Food & wine (Index 130), Romantic/Honeymoon (Index 128), Outdoor adventure/ Ecotourism (Index 124), Golf (Index 123), Cruise vacations (Index 122)
- **HIGH VALUE VACATIONERS:** they are more likely to spend over \$3,000 on their next vacation (Index 120)

**Source:** Vividata Spring 2021, Total National, Print/Digital Weekly Readers

\*Activities intend to do on vacation in the next 12 months





## EDITORIAL MISSION

Since its launch in 1996, *DreamScapes Travel & Lifestyle Magazine* has been a highly valued leisure publication in the Canadian consumer market that delivers travel and lifestyle content to a high net-worth audience of frequent travellers. The Editorial is overseen by an accomplished, award-winning editor, and is written by a team of experienced travel writers.

Each issue strives to showcase a segment in the world of travel with the ultimate goal: to inspire travel. Discover detailed information from short travel notes to broader, longer features.

As the only independently owned travel publication in Canada to be circulated across the country through a controlled subscription reaching all subscribers of *The Globe and Mail* newspaper, and to frequent fliers living in Canada's largest metropolitan city of Toronto through the *Toronto Star* print circulation, *DreamScapes* is fully audited, giving advertisers a strong print publication with a unique target audience.

With the growth of digital applications, **DreamScapes.ca** is increasingly changing its position to meet consumer demands through exciting web exclusives, and other website enhancements.

*DreamScapes* is available on several digital newsstand sites.





## 2024 EDITORIAL CALENDAR

Canada and the United States remain an important focus in our storytelling, but we also recognize exciting destinations from around the globe.

In every issue, **DreamScapes** Editorial includes these sections: Talk, Travel Sleuth, Travel Gallery, USA Journeys, and Web Listings. Enjoy long features, personal essays, service-oriented pieces, and much more.



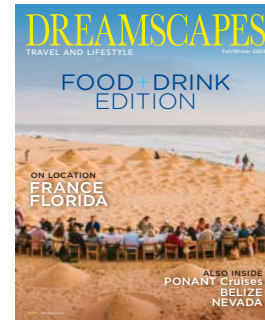
### WINTER/SPRING: Islands and Wellness

The ultimate island experiences, from far-flung paradise isles to domestic islands rich in Canadian charm, in this issue we showcase singular island settings. The burgeoning world of wellness travel with its restorative properties also gets a close-up look.



### SPRING/SUMMER: Adventure Travel, Road Trips and Ecotourism

Pack your bags, in this prominent guide on active pursuits we feature the love of adventure travel through road trips and those places with strong green travel appeal.



### FALL/WINTER: Food and Drink

With the changing seasons — there's the celebratory harvest that drifts into early winter days — it's time to pay homage to all the seasonally good things in this Food and Drink-themed issue.



### WINTER: Art and Design

Creativity takes centre stage as we focus on a range of people and places around the world inspiring travellers to consider the value of art and design. This issue will feature destinations that have played an important role in establishing trends, art and design movements and other cultural innovations. It's the art of travel.

**DreamScapes** Editorial has expanded the Editorial section with topics ready to inspire our discerning readers.

**NEW:** Great Escapes, Passion Pursuits, Power Trip, City Spotlight, and Table Talk. These NEW editorial sections are open for scheduling in any issue. Contact the Editor for interest and inquiries.

# IN EVERY ISSUE: THE CONTENT POSSIBILITIES

**TALK:** This star-studded editorial of a notable Canadian profiles a visionary within their industry. Be it a performer, conservationist, athlete, chef — the list is long. The only caveats: the individual is connected to Canada (living abroad or in the country) and is either nationally recognized or a leading influencer in their profession.

**TRAVEL GALLERY:** In this collection of short travel news items, these mini-news notes have a call-to-action for readers.

**TRAVEL SLEUTH:** We dive into a specific travel topic that presents readers with engaging, informative storytelling. Anticipate a vibrant mix of travel trends and destinations.

**USA JOURNEYS:** Penned by an award-winning travel journalist, this editorial of round-up themes showcases America's finest locales, offering readers a menu of choices.



## TARGET YOUR ISSUES: MORE CONTENT POSSIBILITIES

**DreamScapes** provides more sections devoted to topics that resonate with today's consumer audience. The frequency is limited, subject to the Editorial scheduling, giving high exposure on an array of thoughtful subjects. Partners and Sponsors have an opportunity to collaborate on the special sections below.

**GREAT ESCAPES:** A travel theme or destination gets top billing and answers, "Why Now."

**CITY SPOTLIGHT:** Explore the latest local developments, and the city's best. Loaded with reader tips on dining, accommodations, sightseeing, one urban setting around the globe is given special prominence in a single issue.

**PASSION PURSUITS:** In this Editorial section, sustainable travel is the focus. We consider the three pillars: supporting local communities; cultural heritage preservation; and protecting the planet. Readers will discover a destination through meaningful travel.

**POWER TRIP:** Readers have a first-hand account of an empowering trip that leads to self-discovery.

**TABLE TALK:** Strictly culinary-focused, this Editorial section encompasses all the delicious spin-offs associated with food. It's here readers will discover food trends around the globe, learn about destination dining scenes, including celebrated chef profiles, among other juicy tidbits.

## ENHANCED SECTIONS





# EXCLUSIVE SPONSORED CONTENT

High-impact branded content is carefully curated and created in-house by the Editorial team with client direction and approval. This exclusive space also is open to supplied content. We work with brands to tell their most compelling stories.

SPECIAL FEATURE

## BEST OF Upstate NY

9 DESTINATIONS for a Spectacular Summer Adventure

GET READY TO FEEL THE PREP FOR A JAW-DROPPING ON THIS ROAD TRIP

BY LINDSAY DAVID

Across the U.S., there are few places more scenic than Upstate New York. As you discover scenic landscapes, enjoy fresh lakes, and enjoy the best of the state, you'll find a variety of outdoor adventures waiting for you.

PHOTO: SHUTTERSTOCK/DAVID HARRIS

First Stop, The Finger Lakes

Kickstart your trip with one of the most beautiful ways to see the Finger Lakes. The Finger Lakes are a series of five long, narrow lakes that stretch for miles in the heart of the Finger Lakes region. The lakes are a beautiful sight, and the surrounding area is a beautiful sight. The lakes are a beautiful sight, and the surrounding area is a beautiful sight. The lakes are a beautiful sight, and the surrounding area is a beautiful sight.

PHOTO: SHUTTERSTOCK/DAVID HARRIS

A SYMPHONY OF LUXURY AND LEISURE AT PARADISUS RESORTS

BY FIONA TAPP

For the discerning traveler seeking the finest of experiences, the Paradise Resorts in the heart of the Finger Lakes region offer a truly unforgettable experience. The Paradise Resorts are a series of five long, narrow lakes that stretch for miles in the heart of the Finger Lakes region. The lakes are a beautiful sight, and the surrounding area is a beautiful sight. The lakes are a beautiful sight, and the surrounding area is a beautiful sight.

PHOTO: SHUTTERSTOCK/DAVID HARRIS

A Special Feature Section

## SPAIN SHINES on sustainable TRAVEL

PHOTO: SHUTTERSTOCK/DAVID HARRIS

TIME-HONOURED, SUSTAINABLE CULINARY TRADITIONS LIVE ON in Spain

From Field to Table, Immersive Experiences Dish Local Entrées

BY MARY LEE MEYER

My grandfather was from Castilla y León, a central Spanish region known for its castles, wine, jamón (cured ham) and exquisite cuisine. When I traveled to the land of my maternal ancestors, I was struck by what might have been on my great-grandfather's plate or glass was a masterpiece.

Spain is much more than a "sun and beach" destination. It's a country with unique regions, geography and cultures spread in great, time-honored culinary traditions that span generations. From national dishes and traditional wine to ethnic village gastronomy, the heart of Spain's sustainable culinary traditions comes alive when visiting organic, sustainable farms, restaurants and markets and meeting the people who bring the contents of their mountains to life.

PHOTO: SHUTTERSTOCK/DAVID HARRIS

A Special Feature Section

## FLORIDA Set your sights on FLORIDA

PHOTO: SHUTTERSTOCK/DAVID HARRIS

Rediscover FORT MYERS

BY DREAMSCAPES STAFF

Picture this: A laid-back beach town on the Gulf Coast, a perfect spot for a relaxing vacation. Fort Myers is a beautiful city with a rich history and a vibrant culture. It's a perfect spot for a relaxing vacation. Fort Myers is a beautiful city with a rich history and a vibrant culture. It's a perfect spot for a relaxing vacation.

PHOTO: SHUTTERSTOCK/DAVID HARRIS

## MULTIMEDIA SOLUTIONS

### DIGITAL

DreamScapes.ca is accessed globally and has a strong Canadian audience of HHI consumers and travellers. DreamScapes.ca is being fully redesigned and reimagined to give partners the best digital publishing travel tool in the Canadian market today.



### PRINT

*DreamScapes* magazine is published 4 times per year across Canada through a special subscription base in *The Globe and Mail*, AND NEW as a special supplement 4 times a year in the *Toronto Star*, reaching only the highest desired income areas in Canada's largest metropolitan city.



### SOCIAL MEDIA

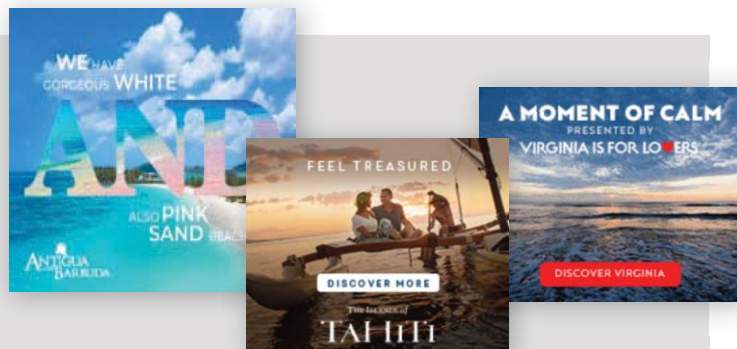
Reach our growing audience at the newly revamped digital platforms for *DreamScapes*. We can seamlessly integrate key messages, promotions and highlight timely campaigns to our audience of devoted travellers, who are armchair readers as well as frequent fliers.

## WEBSITE AD RATES

### AD SIZE/UNIT 1 MONTH WEB ONLY RATE

- (A) Video Box ..... \$595  
One Position
- (B) Leaderboard ..... \$595  
Size: 648 pixels x 129 pixels  
Two advertisers rotated
- (C) Box Ad ..... \$395  
Size: 212 pixels x 176 pixels  
Seven advertisers rotated

- All ad positions are on the *DreamScapes.ca* Home Page
- Rates quoted are net
- Average Monthly Unique Visitors – 26,514
- Average Monthly Impressions – 80,975



## MAGAZINE AD RATES

INCLUDES PRINT & DIGITAL EDITIONS

Ask us about our Social Media Ad Rates

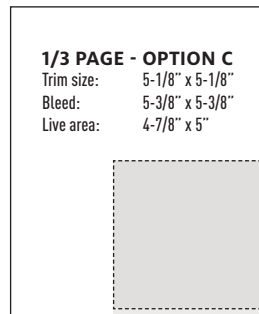
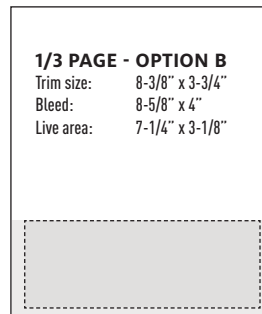
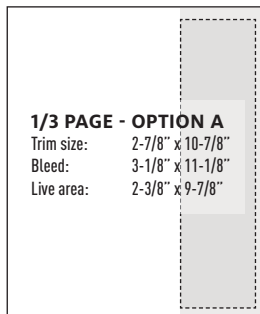
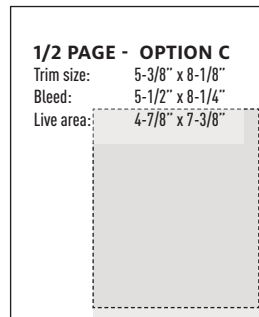
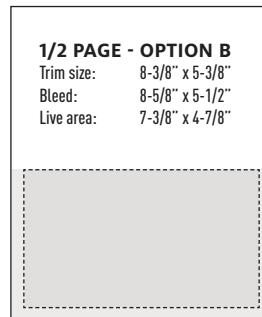
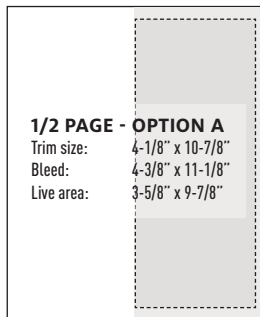
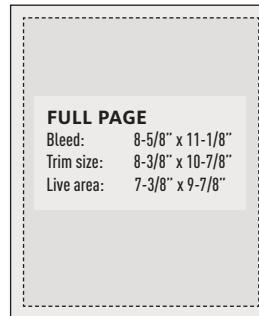
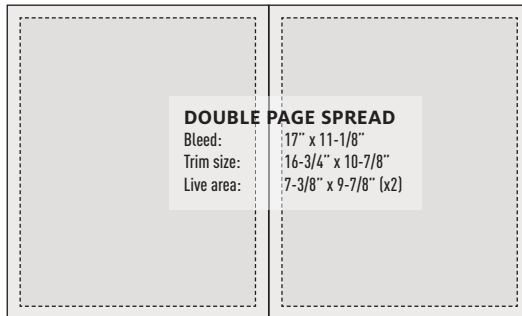
SIZE OF ADVERTISEMENT	NUMBER OF INSERTIONS		
	1X	2X	3X
Full Page .....	\$6,950	\$6,450	\$5,950
1/2 Page .....	\$4,500	\$4,250	\$3,950
1/3 Page .....	\$3,500	\$3,250	\$2,950
Double Page Spread .....	\$11,900	\$10,900	\$9,950
Outside Back Cover .....	\$7,950	\$7,500	\$6,950
Inside Front Cover .....	\$7,950	\$7,500	\$6,950
Inside Back Cover .....	\$7,500	\$6,950	\$6,500



## AD DIMENSIONS & SPECIFICATIONS

# DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE



### TRIM SIZE (FINISHED SIZE)

8-3/8" Wide x 10-7/8" Deep

### BLEED ADS

All bleed sizes include 1/8" bleed on all sides.

### LIVE AREA

Keep live text 1/4" away from the trim edge.

### DELIVERY METHOD

Email, FTP, Dropbox, Google Drive

Please contact us for FTP login

### ACCEPTABLE AD FORMATS

PDF (PDF/X-1a compliant) – preferable

Adobe InDesign CC 2023\*

Adobe Illustrator CC 2023\*

Quark XPress 2022\*

\*Please supply fonts and links

### ADDITIONAL INFORMATION

Full colour process printing, web press.

Self cover with two-wire saddle stitch.

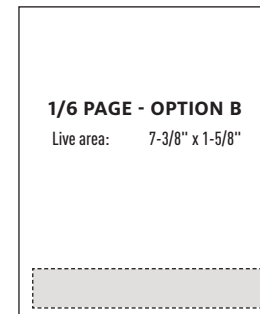
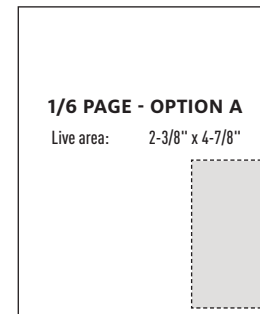
### SUBMIT MATERIAL TO

Joe Turkel, Publisher

joe@globalitemedia.com

Tel: 416-497-5353 or 1-888-700-4464

Fax: 416-497-0871



ALL BLEED SIZES INCLUDE 1/8" BLEED ON ALL SIDES.

## AD CLOSING DATES & MATERIAL DEADLINES

ISSUES	CLOSING DATE	MATERIAL DUE	DISTRIBUTION DATE
WINTER/SPRING 2024	January 12	January 19	February 15
SPRING/SUMMER 2024	April 12	April 19	May 16
FALL/WINTER 2024	September 23	September 27	October 24
WINTER 2024/2025	November 1	November 8	December 5

For more information including rates please contact your *DreamScapes* team.

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## DREAMSCAPES.CA

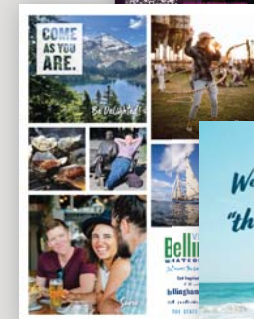
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