

DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE



2017 RATE CARD

NO. 21 EFFECTIVE JANUARY 2017

PRINT

Distributed in all major Canadian markets as a supplement in *The Globe and Mail*, reaching the most desirable households across the country. Available in all Air Canada Maple Leaf Lounges.

ONLINE & DIGITAL

Each issue of *DREAMSCAPES* is accessible online in its entirety with links to advertisers' sites, contests and past issues.

DREAMSCAPES offers digital subscriptions through several online digital newsstand sites, including zinio.com, the iTunes Store and pocketmags.com.

DREAMSCAPES.CA

DREAMSCAPES is published by
Globelite Travel Marketing Inc.
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Tel: 416-497-5353 or 1-888-700-4464 | Fax: 416-497-0871
E-mail: dreamscapesmagazine@rogers.com



THE GLOBE AND MAIL 





Uniwold Boutique Cruise Collection



Hawaii Tourist Authority/Tor Johnson



Newfoundland and Labrador Tourism/Barrett & MacKay Photo

ADVERTISING RATES

| SIZE OF ADVERTISEMENT | NUMBER OF INSERTIONS | | |
|--------------------------|----------------------|-----------|-----------|
| | 1X | 3X | 6X |
| Double Page Spread | \$ 12,750 | \$ 12,200 | \$ 11,600 |
| Outside Back Cover | \$ 8,795 | \$ 8,350 | \$ 7,920 |
| Inside Front Cover | \$ 8,290 | \$ 7,875 | \$ 7,480 |
| Inside Back Cover | \$ 7,875 | \$ 7,450 | \$ 6,995 |
| Full Page | \$ 7,760 | \$ 7,380 | \$ 6,995 |
| 2/3 Page | \$ 5,695 | \$ 5,400 | \$ 5,140 |
| 1/2 Page | \$ 4,760 | \$ 4,495 | \$ 4,230 |
| 1/3 Page | \$ 3,680 | \$ 3,495 | \$ 3,320 |
| 1/6 Page | \$ 2,225 | \$ 2,130 | \$ 1,995 |

ASK ABOUT OUR ASSOCIATION, MULTI-ADVERTISER PAGES AND WEB ADVERTISING RATES

General

The rates are net per insertion and include process colour.

Charges for inserts, special positions and ad sizes are available on request.

Ad design and make-up charges available on request.

Payment Terms

Invoice payable upon receipt.

Prompt payment discount of 2% when paid within 10 days.

Costs for the printing of inserts are payable prior to printing.

Contract Terms

The publisher reserves the right to refuse advertising that is not in keeping with the objectives of DreamScapes.

Globelite's liability is limited to the replacement of equivalent space.

Other than confirmed positions, request positions are not guaranteed.

DREAMSCAPES.CA

- Consumers are able to view and download the full magazine online at dreamscapes.ca.
- Free online consumer subscriptions are available with automatic email notification and direct links to the site.
- All advertisers receive a direct link from the advertisement to their website.
- Ask about our web advertising rates and special programs.

DISTRIBUTION

THE GLOBE AND MAIL

| | |
|-----------------------|--------|
| Ontario | 71,275 |
| British Columbia..... | 12,700 |
| Alberta..... | 6,225 |
| Quebec..... | 3,675 |
| Manitoba | 2,000 |
| Saskatchewan..... | 1,450 |
| Atlantic Canada..... | 3,275 |

TOTAL GLOBE AND MAIL DISTRIBUTION 100,600

Air Canada Maple Leaf Lounges 3,000

Special Publisher Mailings 1,400

TOTAL DISTRIBUTION PER ISSUE 105,000

TOTAL READERSHIP PER ISSUE 250,000

AD CLOSING DATES & MATERIAL DEADLINES

2017 ISSUES

WINTER/SPRING
 SPRING
 SPRING/SUMMER
 FALL
 FALL/WINTER
 WINTER

CLOSING DATE

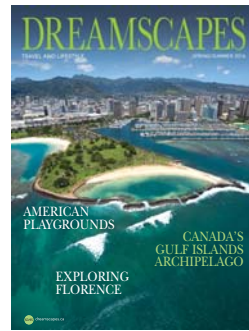
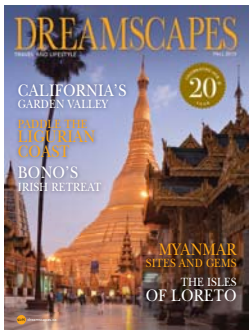
January 11
 March 6
 April 24
 August 28
 October 2
 November 6

MATERIAL DUE

January 16
 March 9
 April 27
 August 31
 October 5
 November 9

DISTRIBUTION DATE

February 8
 April 5
 May 24
 September 27
 November 1
 December 6



2017 EDITORIAL SCHEDULE

1. WINTER/SPRING

Visit The USA, Florida Feature, Caribbean Feature, Canada, Asia/Oceania, Europe/Mediterranean, Weddings & Romantic Getaways, Spring Break Holidays, Adventure Travel, Cruising, Recreational Real Estate, Shopping

2. SPRING

Canada 150th Feature, Visit The USA, California Feature, Australia/New Zealand, Caribbean, Emerging Destinations, Driving Holidays, Shopping, Loyalty Programs, Cruising

3. SPRING/SUMMER

Visit The USA, Canada Coast To Coast, Europe/Mediterranean, Central & South America, Adventure Travel, Golf, Driving Holidays, Shopping, Recreational Real Estate

4. FALL

Visit The USA, Caribbean, Canada, Asia/Oceania, Africa, Driving Holidays, Culinary & Wine, Adventure Travel, Mini Getaways, Cruising

5. FALL/WINTER

Visit The USA, Florida Feature, Caribbean Feature, Cruising, Europe/Mediterranean, Central & South America, Loyalty Programs, Emerging Destinations, Shopping, Canada

6. WINTER

Visit The USA, Florida Feature, Canada Winter, Caribbean, Cruising, Australia/New Zealand, Adventure Travel, Travel Gear, Recreational Real Estate, Asia, Shopping

REGULAR FEATURES

Travel Gallery
 Travel Sleuth
 Celebrity Travel Corner
 Web Listings at a Glance

The editorial schedule is subject to change.

EDITORIAL OFFICE

Donna Vieira, Editor
 Phone: 905-468-4021
 email: editor@dreamscapes.ca

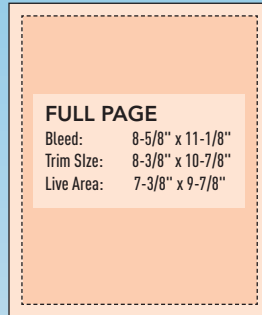
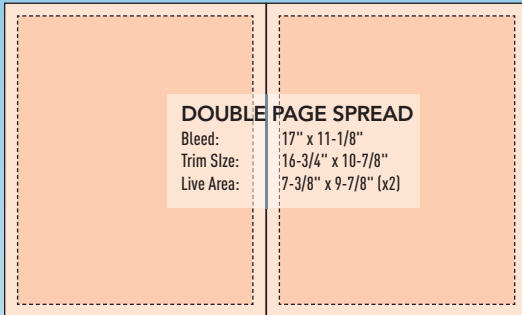
PUBLISHER

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AD DIMENSIONS & SPECIFICATIONS

FULL PAGE ADS



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.

ACCEPTABLE AD FORMATS

PDF (PDF/X-1a compliant) – preferable

Adobe InDesign CC 2015*

Adobe Illustrator CC 2015*

Quark XPress 2016*

*Please supply fonts and links

ACCEPTABLE MEDIA

CD, DVD, Email, FTP

Please contact us for FTP login

SUBMIT MATERIAL TO

Joe Turkel, Publisher

3 Bluffwood Drive

Toronto, ON M2H 3L4

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

fax: 416-497-0871

dreamscapesmagazine@rogers.com

ADDITIONAL INFORMATION

Full colour process printing, web press.

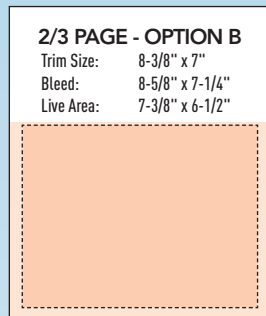
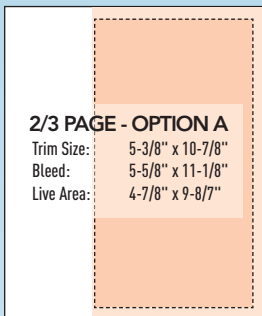
Self cover with two-wire saddle stitch.

Advertiser should supply a high resolution

colour proof with ad material to allow for

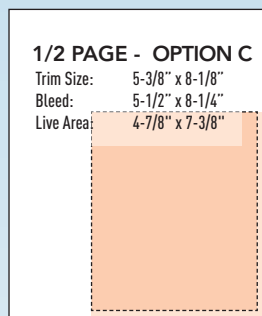
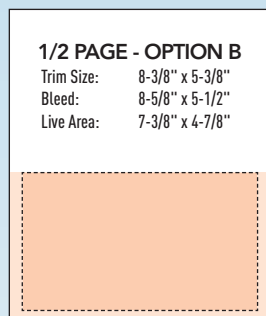
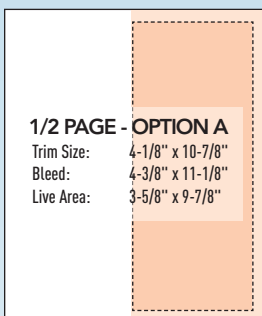
accuracy of colour and content.

2/3 PAGE ADS

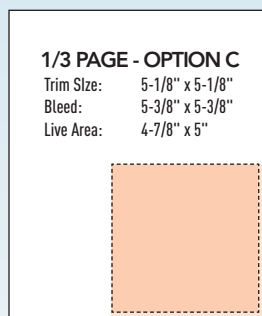
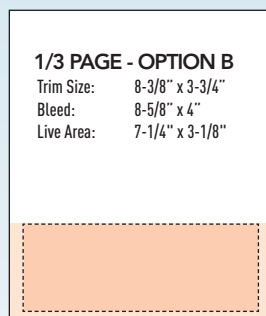
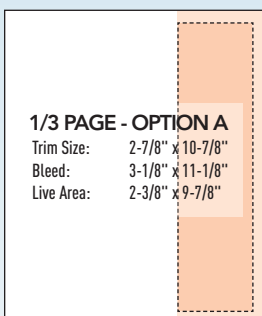


**ALL BLEED
 SIZES INCLUDE
 1/8" BLEED ON
 ALL SIDES.**

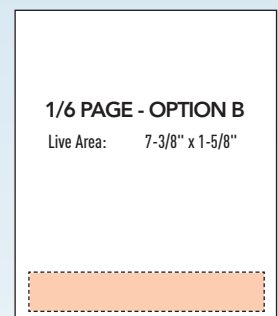
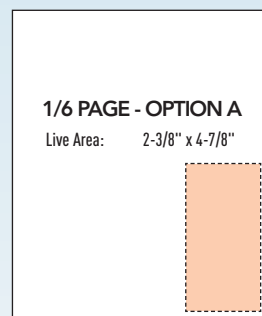
1/2 PAGE ADS



1/3 PAGE ADS



1/6 PAGE ADS



K.D. Leperi



Ontario Tourism Marketing Partnership Corporation/OTMPC



Allison Ferguson

