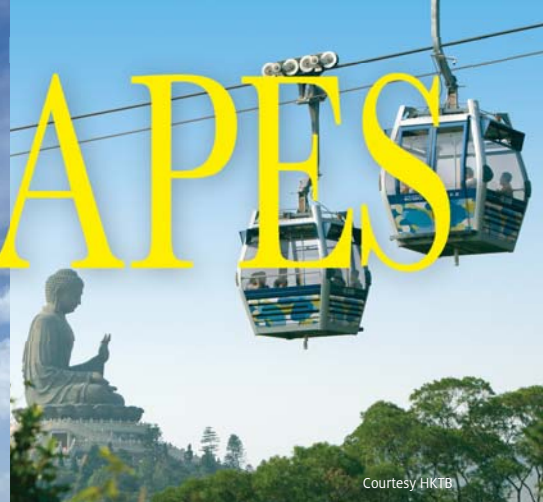


# DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE



Mandarin Oriental Hotel Group



Courtesy HKTB

Jaime Raimer/Pixels



CELEBRATING  
OUR  
**25<sup>TH</sup>**  
YEAR

## 2020 RATE CARD

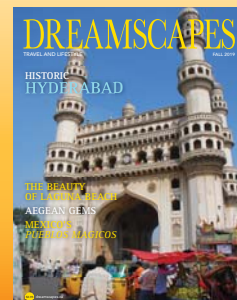
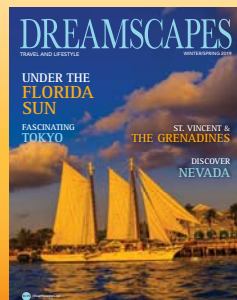
### PRINT

Distributed to subscribers in 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, pressreader.com, the iTunes Store, issuu.com and pocketmags.com.



## DREAMSCAPES.CA

*DREAMSCAPES* is published by Globelite Travel Marketing Inc.  
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THE GLOBE AND MAIL 





© Carole Jobin



© 2019 SeaWorld Parks & Entertainment



Noel Hendrikson

# ADVERTISING RATES

SIZE OF ADVERTISEMENT	NUMBER OF INSERTIONS		
	1X	2X	3X
Double Page Spread .....	\$ 12,950	\$ 12,200	\$ 11,600
Outside Back Cover .....	\$ 8,790	\$ 8,350	\$ 7,920
Inside Front Cover .....	\$ 8,390	\$ 7,990	\$ 7,500
Inside Back Cover .....	\$ 7,950	\$ 7,550	\$ 7,150
Full Page .....	\$ 7,950	\$ 7,550	\$ 7,150
2/3 Page .....	\$ 5,695	\$ 5,400	\$ 5,140
1/2 Page .....	\$ 4,950	\$ 4,650	\$ 4,450
1/3 Page .....	\$ 3,790	\$ 3,600	\$ 3,400
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.

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..... 59,900

Quebec..... 5,475

British Columbia..... 14,050

Alberta ..... 5,600

**TOTAL GLOBE AND MAIL DISTRIBUTION ..... 85,025**

**Air Canada Maple Leaf Lounges..... 4,000**

**Special Publisher Mailings ..... 1,400**

**TOTAL DISTRIBUTION PER ISSUE ..... 90,025**

**TOTAL READERSHIP PER ISSUE ..... 500,000**



# AD CLOSING DATES & MATERIAL DEADLINES

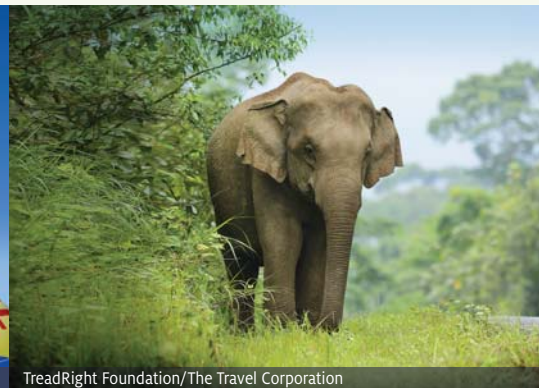
2020 ISSUES	CLOSING DATE	MATERIAL DUE	DISTRIBUTION DATE
WINTER/SPRING	January 8	January 10	February 7
SPRING	March 2	March 5	April 3
SPRING/SUMMER	April 20	April 23	May 22
FALL/WINTER	September 21	September 24	October 23
WINTER	November 2	November 5	December 4



Crystal Cruises



Ottawa Tourism



TreadRight Foundation/The Travel Corporation

## 2020 EDITORIAL SCHEDULE

### 1. WINTER/SPRING

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

### 2. SPRING

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

### 3. SPRING/SUMMER

Canada Coast to Coast, Visit The USA, Europe/Mediterranean, Central & South America, Adventure Travel, Asia, Driving Holidays, Shopping, Cruising

### 4. FALL/WINTER

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

### 5. WINTER

Florida Feature, Canada Winter, Caribbean, Cruising, Visit The USA, 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

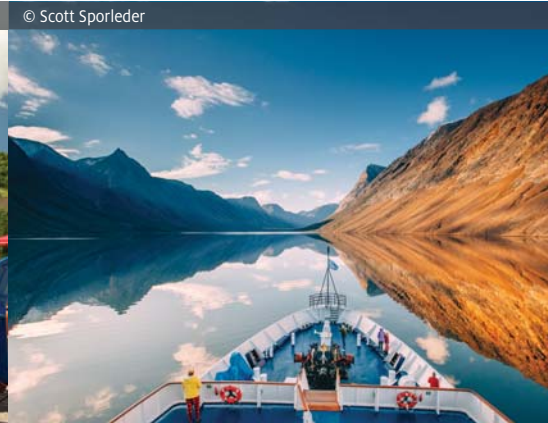
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Joe Turkel  
Head Office: 416-497-5353  
or 1-888-700-4464  
Email: dreamscapesmagazine@rogers.com



Blue Mountain Resort

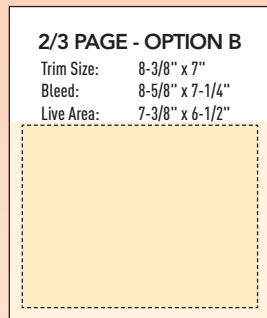
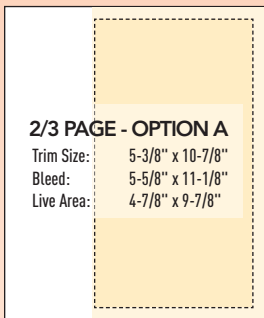
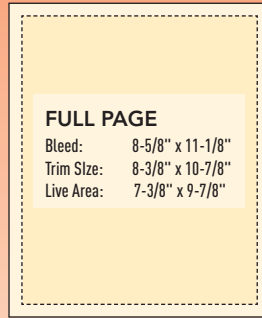
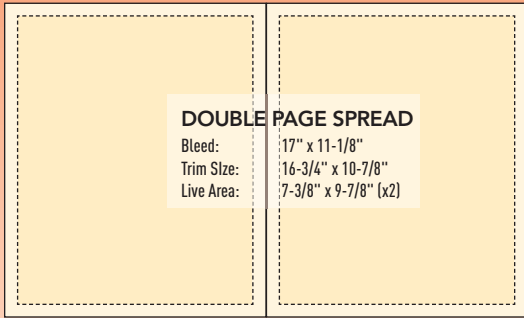


© Scott Sporleder

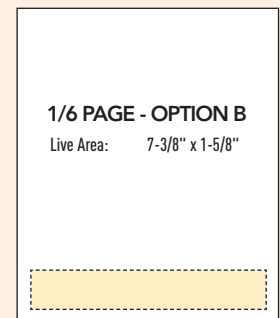
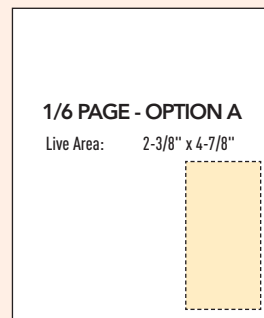
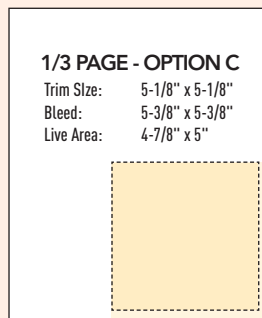
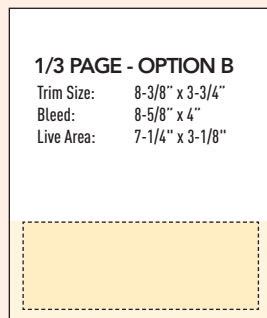
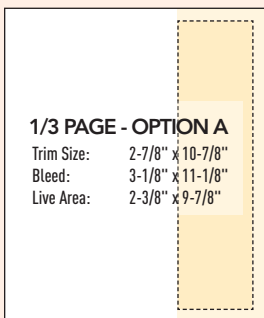
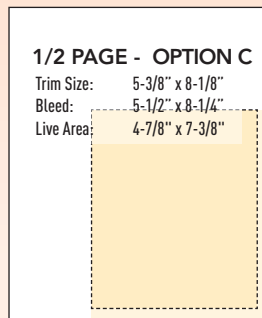
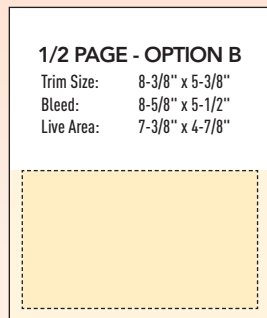
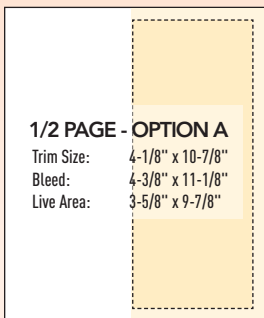


Paul Zizka

# AD DIMENSIONS & SPECIFICATIONS



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



## 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 2019\*

Adobe Illustrator CC 2019\*

Quark XPress 2018\*

\*Please supply fonts and links

## ACCEPTABLE MEDIA

CD, DVD, Email, FTP

Please contact us for FTP login

## SUBMIT MATERIAL TO

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Toronto, ON M2H 3L4

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

fax: 416-497-0871

[dreamscapesmagazine@rogers.com](mailto: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.

