2020 NYSTIA PARTNERSHIP
Driving Canadian Travelers to New York State
OUR PARTNERSHIP OBJECTIVES

To create a co-operative content program for NYSTIA members that drives interest and intent through engaging storytelling amongst Canadian travel intenders.

To create a-la-carte pricing for individual members, with relevant travel print and digital opportunities to attract Canadian travel intenders to the unique destinations and attractions that New York State has to offer.
WHY THE GLOBE AND MAIL?

The Globe and Mail is Canada’s #1 most read national news publisher, connecting you to more travel and vacation prospects who rely on us for their travel information and inspiration.

We can connect your members to this influential group of travelers by crafting highly targeted, multi-platform co-op solutions - informed by data - that will work to help you achieve your business objectives.

6.4 million Adult readers

More Canadians read The Globe every week in print or digital, than any other paper.

- 31% more readers than the National Post
- 28% more than the Toronto Star

Globe readers are educated, influential and adventurous. They have the HH Incomes to indulge their love of travel and offer NYSTIA members a very high value potential guest.
CONNECTING NYSTIA MEMBERS WITH PROSPECTIVE GUESTS

Of the 1 million Canadians who plan to vacation in the N.E. USA – The Globe can connect you to 1 in 3.

**Total Reach**

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Readers</td>
<td>6,658,000</td>
<td>3,207,000</td>
</tr>
<tr>
<td>Intend to vacation in the N.E. USA</td>
<td>321,000</td>
<td>227,000</td>
</tr>
<tr>
<td>Index</td>
<td>136</td>
<td>151</td>
</tr>
</tbody>
</table>

Amongst these intenders:

<table>
<thead>
<tr>
<th></th>
<th>$ CAN</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our readers will spend more in the N.E.</td>
<td>$2,990.00</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>$2,985.00</td>
<td>144</td>
</tr>
</tbody>
</table>

They’ll be interested in a wide variety of accommodations:

- B & B: 17%
- Resorts: 18%
- Hotels: 48%

N.E. Travel Intenders can be found across Canada

- Atlantic: 4.4%
- Quebec: 7.5%
- Ontario: 50.1%
- Prairies: 19.7%
- BC: 18.3%

They are active travelers and have many interests:

- Outdoor Adventure
- Culinary Food & Wine
- Hiking
- Cycling
- Cultural Tours
- Golf
- Spas
- Family Friendly

Source: Vividata Spring 2019 A18+; National and Metro Edition
ADVERTORIAL CUSTOM CONTENT PACKAGE

The April and September Co-Ops will include:

Package for four (4) participating NYSTIA destinations/partners.

PRINT - Globe and Mail national Saturday Pursuits section.
• 1 full page 4 color, including branded advertorial content (approx. ½ page vertical) along with a brand ad for each partner (3.51” wide x 4.14” deep)
• The ads and content will all be unified under an ILNY banner.

DIGITAL – Globeandmail.com
• Branded advertorial will be hosted on Globe Partner page online, with partner brand ads (728x90; 300x250; 300x600) rotating to deliver 25% share of voice for each.
• Custom-build ads will drive to your partner content page on The Globe site, with 1,000 guaranteed clicks in total.

The Globe and Mail Co-Opportunity preferred partner rate: $4,750
(VALUE = $7,825)
DRIVE CONSIDERATION WITH ADVERTORIAL

Premium, custom content created to position New York State destinations and attractions as an attractive travel destination consideration.

The Globe Content Studio will create a custom advertorial article for the 4 participating members that will weave the value of their destinations and attractions into the storytelling with the same standards as The Globe’s editorial journalism standards.

Members will have control over the messaging, including integrating specific messages, offers and/or visuals into the stories, as well as links to their websites.

Members have full insight, collaboration and approval of all content. Articles will be published on The Globe’s website and in print with “Sponsor Content” labelling. All content is licensed on behalf of clients and can be used for their owned channels.
CO-OP ADVERTORIAL DIGITAL EXTENSION – HOW IT WORKS

Content hosted on GlobeandMail.com

Custom ad units driving to your Advertorial content will be placed across the Globe Alliance Travel Channel and Globe Response performance network.

Equal SOV ad surround on article page on Globeandmail.com. Impressions shared between 4 members, and drive to member website.

Globe Response managed performance lead generation

MEMBER WEBSITE
Pursuits

Our Saturday lifestyle section

Our readers have a wealth of interests, passions and obsessions – and they want to feed these interests and to be inspired by new ones.

Each weekend, Pursuits presents them with a vibrant mix of Style, Fashion and Beauty, Home Decor, Travel, Society and Food and Wine, along with Puzzles, Games and Horoscopes.

Running nationwide, you’ll reach Canadians with discerning taste when they’re in the ideal position to engage with – and react to – your members’ messages.

Readers per issue | Circulation per issue
1,666,000 | 177,126

95% Paid

Source: Vividata Spring 2019 A18+; National
### A LA CARTE OPTIONS

<table>
<thead>
<tr>
<th>GLOBE PRINT</th>
<th>Edition</th>
<th>Ad Unit</th>
<th>Size</th>
<th>Value</th>
<th>NYSTIA Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURSUIT (Saturday)</td>
<td>National</td>
<td>FP 4C</td>
<td>8.97” x 20”</td>
<td>$28,215</td>
<td>$11,538</td>
</tr>
<tr>
<td></td>
<td>1/2 P 4C</td>
<td>8.97” x 10” H</td>
<td>$14,110</td>
<td>$6,154</td>
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<tr>
<td></td>
<td>1/4 P 4C</td>
<td>8.97” x 5” H</td>
<td>$7,075</td>
<td>$3,077</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/6 P 4C</td>
<td>8.97” x 3.36” H</td>
<td>$4,960</td>
<td>$2,308</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/8 P 4C</td>
<td>3.51” x 6.64” V</td>
<td>$3,505</td>
<td>$1,538</td>
<td></td>
</tr>
<tr>
<td>FRONT NEWS (Saturday)</td>
<td>Metro</td>
<td>1/4 P 4C</td>
<td>8.97” x 5” H</td>
<td>$7,075</td>
<td>$3,077</td>
</tr>
<tr>
<td></td>
<td>1/6 P 4C</td>
<td>8.97” x 3.36” H</td>
<td>$4,960</td>
<td>$2,308</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/8 P 4C</td>
<td>5.33” x 4.14” V</td>
<td>$3,505</td>
<td>$1,538</td>
<td></td>
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H = Horizontal  V = Vertical

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### GLOBE PRINT

<table>
<thead>
<tr>
<th>Style Advisor</th>
<th>Edition</th>
<th>Ad Unit</th>
<th>Size</th>
<th>Value</th>
<th>NYSTIA Cost</th>
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<tr>
<td>STYLE ADVISOR</td>
<td>National</td>
<td>FP 4C</td>
<td>8.97” x 20”</td>
<td>$17,700</td>
<td>$11,538</td>
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- 820,000 readers
- 100% home subsribers
- March issue is special travel issue.

Note: only full page ads accepted - however FP can contain ads for 2-4 members

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### GLOBE DIGITAL

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Details</th>
<th>Value</th>
<th>NYSTIA Cost</th>
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</thead>
<tbody>
<tr>
<td>TRAVEL eNEWSLETTER</td>
<td>National 300x250</td>
<td>31,260 Subscribers</td>
<td>$601</td>
</tr>
<tr>
<td>GLOBE ALLIANCE</td>
<td>Run of 728x90</td>
<td>Recommended minimum is 2 wks at CPM</td>
<td></td>
</tr>
<tr>
<td>TRAVEL CHANNEL</td>
<td>Channel 300x250</td>
<td>100,000 imps/week</td>
<td></td>
</tr>
<tr>
<td>GLOBE ALLIANCE</td>
<td>Run of 728x90</td>
<td>Recommended minimum is 2 wks at CPM</td>
<td></td>
</tr>
<tr>
<td>AUDIENCE TARGETING</td>
<td>Sites 300x250</td>
<td>(Travel Intenders)</td>
<td></td>
</tr>
<tr>
<td>GLOBE RESPONSE</td>
<td>Run of 728x90</td>
<td>Guaranteed Clicks</td>
<td></td>
</tr>
<tr>
<td>MANAGED PERFORMANCE</td>
<td>Sites 300x250</td>
<td>(Lead Generation)</td>
<td></td>
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GLOBE DIGITAL

$ Net US

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### Special Travel Issue

- The March issue of Style Advisor magazine is a special travel issue.
- Only full page ads are accepted, but full-page ads can include ads for 2-4 members.

- 820,000 readers
- 100% home subscribers
- March issue as a special travel issue.

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THANK YOU

For more information please contact:

Salvatore Zammuto
National Account Director
AJR Media Group
Salvatore@ajrmediagroup.com