

DREAMSCAPES
TRAVEL AND LIFESTYLE MAGAZINE

&

TORONTO STAR

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Travel Alerts Email Marketing Opportunities

REACHING AND CONVERTING OUR AUDIENCE
OF QUALIFIED CANADIAN TRAVEL CONSUMERS

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Travel Alerts

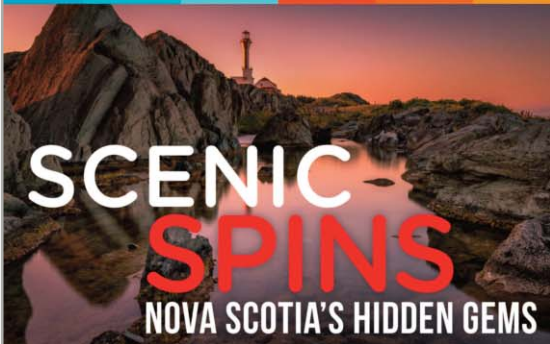
OFFERING

Reach 300,000 qualified travel consumers with the Travel Alerts Newsletters.

- English Speaking – 201,265
- French Speaking – 92,000

NEWSLETTER AUDIENCE

- 74% GenX and mature travellers (45-65)
- 56% Women, 44% Men
- 55% have HHI 100K+



SCENIC SPINS

NOVA SCOTIA'S HIDDEN GEMS

While many stick close to Halifax, I left Nova Scotia's capital city in my rearview mirror in favour of chasing the hues of amber and garnet along the open road this past fall. The GPS was programmed for southwestern Nova Scotia to a place known for a love ballad written for a girl named Evangeline. American poet Henry Wadsworth Longfellow penned the epic poem about two lovers separated in 1847, and ever since then, there's been a tug at the heartstrings for this iconic story that continues to feed the imagination. [READ MORE >>](#)





EMBRACING EVANGELINE IN NOVA SCOTIA
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NOVA SCOTIA

YOUR OCEAN PLAYGROUND



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Targeted Newsletters reach an audience interested in travel and who have signed up to receive regular thematic travel content.

TRAVEL ALERTS SPECS

- Title (75 Characters max)
- Subtext (100 Characters max) & URL
- Images (up to 4 images)

COST

- \$25 per thousand
- 200,000 minimum



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DreamScapes is Canada's premier travel magazine that is distributed to subscribers of *The Globe and Mail* and *The Toronto Star*. Published 4 times a year and now in its 29th year **DreamScapes** reaches an audience of affluent and sophisticated travellers.