



# 2023 NYSTIA CO-OP PARTNERSHIP

## Driving Canadian Travelers to New York State

2023 NYSYIA  
Co-Op Proposal



## PARTNERSHIP OBJECTIVES

Develop a content program for NYSTIA members with the goal of driving interest and intent by Canadians to travel to the various regions of New York State through engaging and visual storytelling.

Access to custom content partner packages plus an a-la-carte ratecard for individual member brand ads. These include targeted print and digital opportunities across a variety of media platforms, leveraged to build reach and to attract Canadian travel intenders to the unique destinations and attractions that New York State has to offer.

The packages include Globe-managed content including discovery, reporting and optimization.

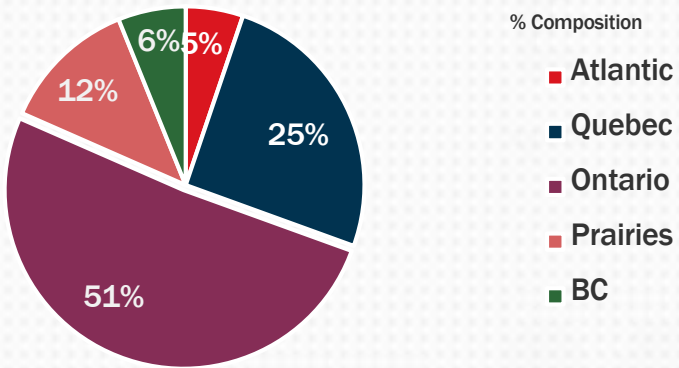


# CONNECTING NYSTIA MEMBERS WITH PROSPECTIVE GUESTS

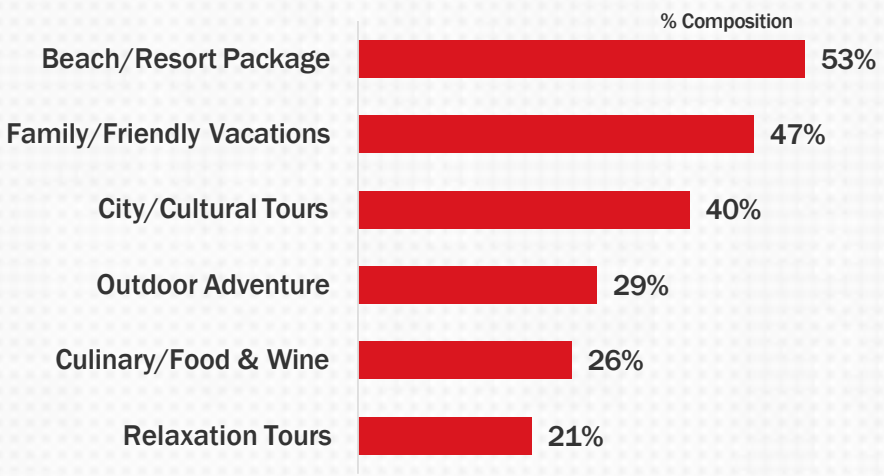
Of the 1.4 million Canadians who plan to vacation in the N.E. USA – The Globe can connect you to 1 in 5 (21% reach).

		NATIONAL Edition Print+Digital Weekly
Total Reach	Readers	5,654,000
Intend to vacation in the N.E. USA	Readers	284,000
	Index	112
Amongst these intenders:		
Average amount intend to spend on next trip	\$ CAN	\$2,806
	Index	101

While Ontario makes up half the visitors, North East USA Travel Intenders can be found across Canada



## N.E. USA Travel Intenders are active travelers and have many interests



Source: Vividata Spring 2022, National, Adults 18+, Index for average amount Globe N.E. USA vacation intenders plan to spend on next trip compares to Adults 18+ who are N.E. USA vacation intenders



# The Globe reaches Leisure Travellers

**2.9 Million Globe readers are planning to take a vacation in the next 12 months.** Connect with Canadians travelling within Canada, the US and International destinations.

Destination	Readers	Index
Canada	1,977,000	110
USA	1,270,000	116
Central/South America	128,000	133
UK/Europe	410,000	112
Asia	292,000	110

The Globe's weekly print and digital readers are:

- **Active:** Nightlife (Index 129), Skiing/snowboarding (Index 130), Golfing (Index 113), Sports Activities (Index 126), Visit Museum/Art Gallery (Index 110)\*
- **Interested in a variety of vacation packages:** Casino Gambling (Index 118), Romantic/honeymoon (Index 119), Golf (Index 126), Outdoor adventure/ Eco tourism (Index 105), Beach/Resort (index 114) Cruise vacations (Index 112)
- **High value vacationers:** they are more likely to spend over \$3,000 on their next international vacation (Index 119)

Source: Vividata Spring 2022, Total National, Print/Digital Weekly Readers

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



# The Globe solution

Engage **NYSTIA** target audiences with stories that showcase your brand and value in the narrative with the same standards as The Globe's editorial journalism.

## Trusted & Informed Storytelling

Benefit from the halo effect of hosting your content within a trusted news environment.

Gain access to our award-winning Globe Content Studio's proprietary insights to develop the ideal content solution that will resonate with readers and elevate your brand.

## Multiplatform Content Engagement

Amplify using a variety of touchpoints to engage your target audience both on and off Globe and Mail platforms to maximize reach (paid social and display) and engagement (native driver).

Extend your reach to an exclusive print audience by augmenting with a newspaper content adaptation.\*

## Delivering Qualified Audiences

100% SOV of all ad placements surrounding sponsor content, including embedded links (where applicable), driving readers to visit your website.

Content retargeting and pixeling\*\* opportunities can re-engage readers to drive additional traffic to your website.\*

On-going measurement and optimization based on insights generated during the campaign on Globe platforms.

**The Globe and Mail is your one-stop-shop to deliver on all of your content marketing objectives.**



We elevate brands and drive their business results by delivering premium journalistic storytelling to high-value audience. Our working principles are curiosity, diversity and honesty.



# Your message takes centre stage with Sponsor Content

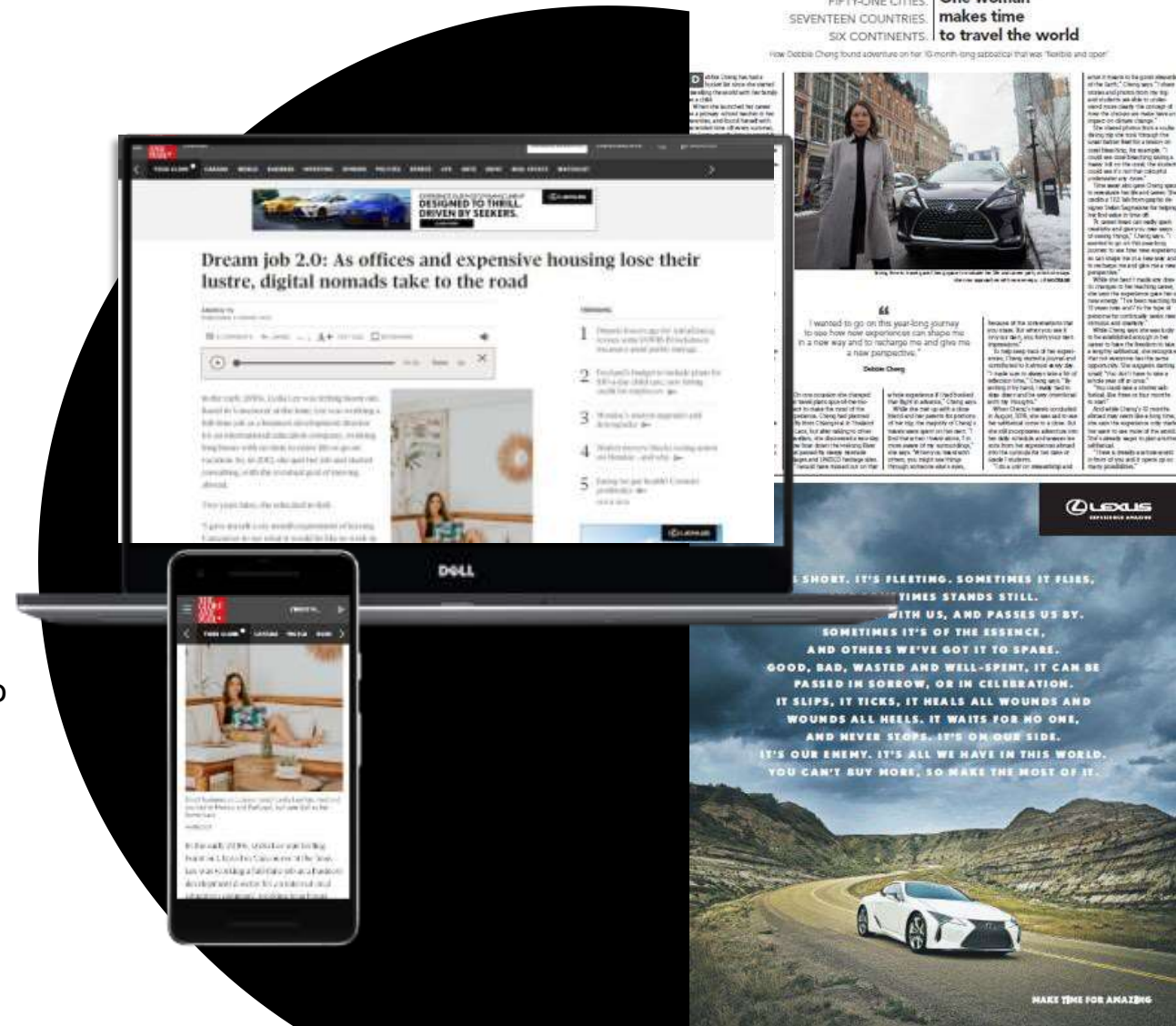
We approach sponsor content by weaving your brand and message into the storytelling with the same standards as The Globe and Mail's editorial journalism.

Globe Content Studio develops the ideal content strategy and contextual environment for your brand through compelling storytelling alongside third-party, non-competitive voices (where appropriate) in order to maintain authenticity and integrity.

We leverage proprietary insights from Sophi (our editorial content scoring tool) and Globe Insiders (our reader intelligence panel), in addition to category research, Google trend data and social listening to design a content solution that will resonate with readers and elevate your brand.

## Advertisers have:

- Full insight, collaboration and approval of all content
- Logos on the Content Drivers to drive brand awareness over the 4 week promotion. Exclusive Ad Surround on respective article page
- Articles will be published on The Globe's website with "Sponsor Content" labelling
- All content is licensed for 2 years on behalf of clients and can be used for their owned channels.



SPONSOR CONTENT PARTNERSHIP

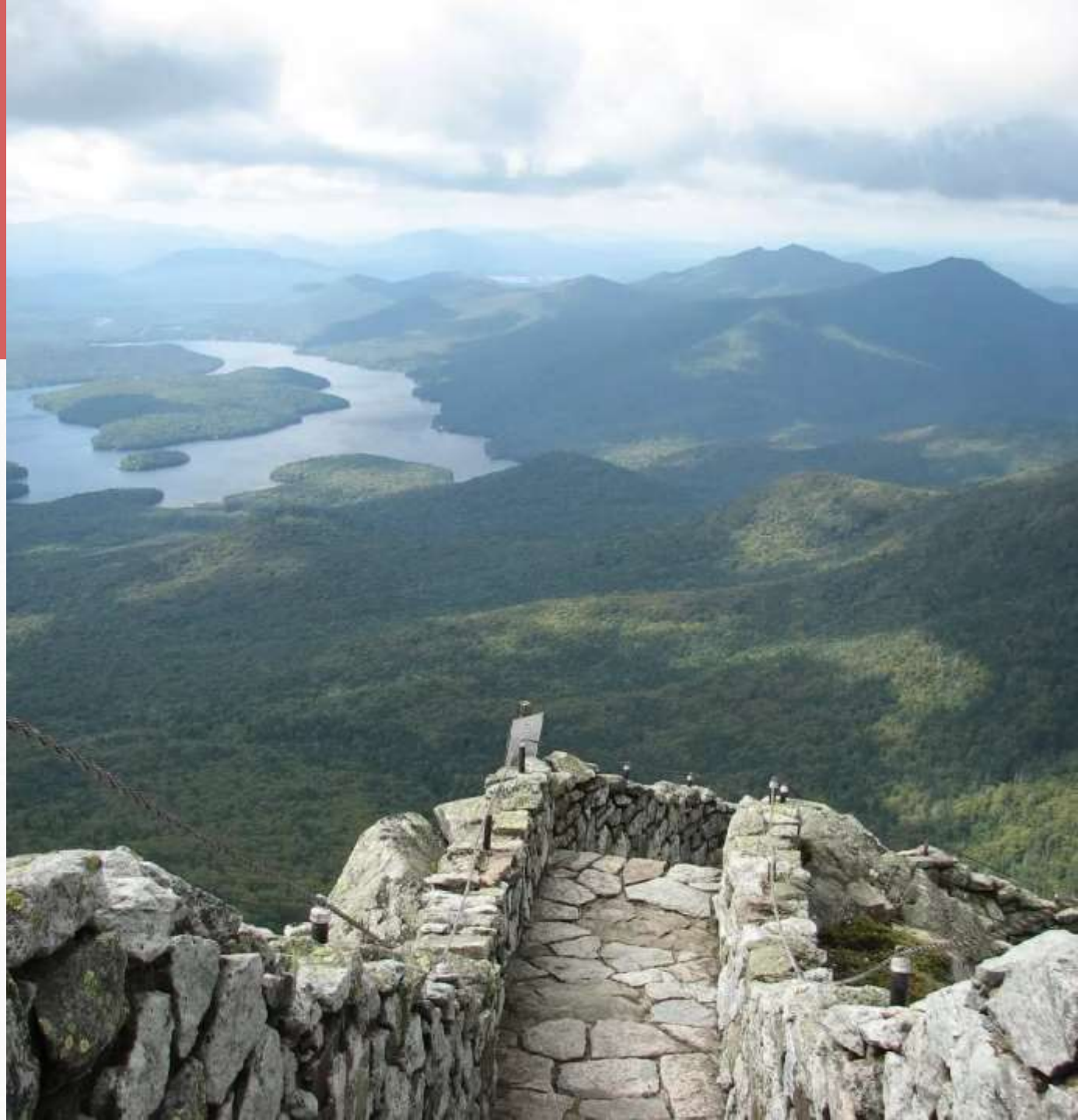
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## Story-telling Approach

With so many distinct places and experiences to enjoy in New York State, each participating partner will be part of the inspiration for the region focusing on their particular corner of the state.

Leveraging our Globe and Mail editorial insight on the top performing travel content that resonates with Canadians, such as [guides](#) to inspire trip planning, or highlighting particular regions (as seen [here](#) and [here](#)) – we will produce a series to showcase the variety of the region and why it should top the list for travel in 2023.

Each partner will be integrated into articles, based on level of participation.





# Sponsor Content Amplification Strategy



## NATIVE DISCOVERY →

Engage your audience with native placements that mimic the look and feel of editorial promotion and are delivered alongside content

- Globe Native
- CPC Native\*

## SOCIAL AMPLIFICATION →

Extend your connection with paid social, tagged with your brand handle

- Platforms to be determined based on ability to best engage your intended audience\*\*

## DISPLAY →

Enhance your association with targeted, branded content drivers that surface in standard ad positions

- Contextual & audience targeting across Globe Alliance premium environments
- CPC Display (Managed Performance) will efficiently drive readers to content



## LANDING PAGE



We leverage a variety of tactics to drive **program reach** (measured by impressions & page views) and deliver **meaningful engagement** (measured by active time spent on content article pages).

**We pivot throughout the campaign to ensure we deliver against program objectives.**

\*Available for business/finance clients only, lifestyle campaigns will run CPC display only in place of native

\*\*To be determined by Globe Content Studio Social Strategist

# Extend your content to reach an exclusive print audience

Further leverage content created with a turnkey print extension in The Globe and Mail newspaper to extend campaign reach quickly.

Extend your awareness and page views by reaching unique Globe readers in print:

- 5.9 million print / digital weekly readers
- 1.4 million are exclusive to the newspaper (54% of weekly print readers)

Why is PRINT newspaper important to your plans?

- Leveraged credibility
- Engagement & Attention
- Print ads offer flexibility
- Influential readers swayed by print
- Unplugging is in
- Print drives action





RECOMMENDED SECTION

# 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.

Globe Print Saturday  
**1,628,000**

Average Circulation  
**123,400**

Source: Vividata Spring 2022, National, Adults 18+; AAM News Media Audit, circulation is based on a 12-month average ending Sept. 30, 2021





Gain exclusive access to  
**20 MILLION**  
**CANADIANS**  
across our premium  
publishing partners with  
The Globe Alliance.

# Alliance



The  
Guardian

Forbes

GOOD  
HOUSEKEEPING

Women'sHealth

FASTCOMPANY

Inc.

POPULAR  
MECHANICS

Prevention

THE WALL STREET JOURNAL

HouseBeautiful

ELLE

The Washington Post



TOWN&COUNTRY



COSMOPOLITAN

OrganicLife

**Bicycling**

**shondaland**

BARRON'S

*The Atlantic*

**Esquire**

RODALE  
**wellness**

Men'sHealth

**delish**

**redbook**

CountryLiving

**RUNNER'S WORLD**

Woman'sDay

BAZAAR

*seventeen*

**THE DECOR**

*MarketWatch*

**BEST**

VERANDA



THE TIMES OF INDIA



Leverage our premium, contextually-aligned

## Travel Channel

Elevate your brand where millions of Canada's business and vacation travelers seek the latest must-visit destinations, with advice on what to pack, wear and do when you get there.



**Forbes**

BAZAAR

ELLE



Woman'sDay

TOWN&COUNTRY

*The Atlantic*

**The Guardian**

VERANDA

The Washington Post

THE WALL STREET JOURNAL



# Program reporting and optimization

**We pivot throughout the campaign to ensure we deliver against program objectives**

These optimizations may include prioritizing top performing articles or ad placements, shifting targeting strategies, and/or updating ad copy and visuals.

**We will monitor the partnership performance and provide a mid-campaign check-in and full campaign summary with insights and learnings once the program has finished.**

## Article Performance

### PAGEVIEWS

Total series &  
per article

### TIME SPENT

Total series &  
per article

### CLICK TO BRAND SITE

On brand ad  
surround

### UNIQUE VISITORS

### TOTAL IMPRESSIONS

### AUDIENCE COMP.

(pending campaign  
size)

## Supporting Media

### IMPRESSIONS

### CLICKS / CTR

Webcast  
Registrants

### SOCIAL ENGAGEMENTS

Webcast  
Attendance  
Likes, comment shares

### VCR / VTR (if applicable)



# Best-in-class Performance, Delivered.

We have a specialized team of media, content and social strategists dedicated to ensuring the campaign maximizes reach and delivers audience engagement – working closely with you to ensure the content connects with your target consumers.

## Recent Accolades

### **Hendrick's - "Hendrick's Gin Presents Peculiar Puzzles"**

*Silver, Best in Content Publishing – MIA 2021*

*Bronze, Best in Alcoholic Beverages – MIA 2021*

### **Travel Alberta - "The Art of Winter"**

*Silver, Consumer Services/Engagement – CMA Awards 2021*

*Bronze, Best in Travel and Tourism – MIA 2021*

## A Proven Track Record of Success



*"We're very happy to see how well this campaign performed both in terms of metrics and supporting the tourism industry. It was wonderful working with your team! We really appreciate how quick and nimble you were throughout the entire process."*

**SAMANTHA ROSENBERG,  
CONTENT SUPERVISOR  
INITIATIVE MEDIA**

**+59%**

Surpassed page view commitment

**+50%**

Surpassed sponsor content time spent benchmark

**+37%**

Achieved efficiency above projected CPV



*"Globe Content Studio was able to clearly demonstrate the value of CPAs to Canadian businesses through engaging profiles that focused on how their strategic advice helped companies achieve growth through the challenging pandemic period."*

**LYNE LORTIE, VP BRAND  
STRATEGY & MARKETING,  
CPA**

**3X**

Overachieved page view commitment on sponsor content

**+85%**

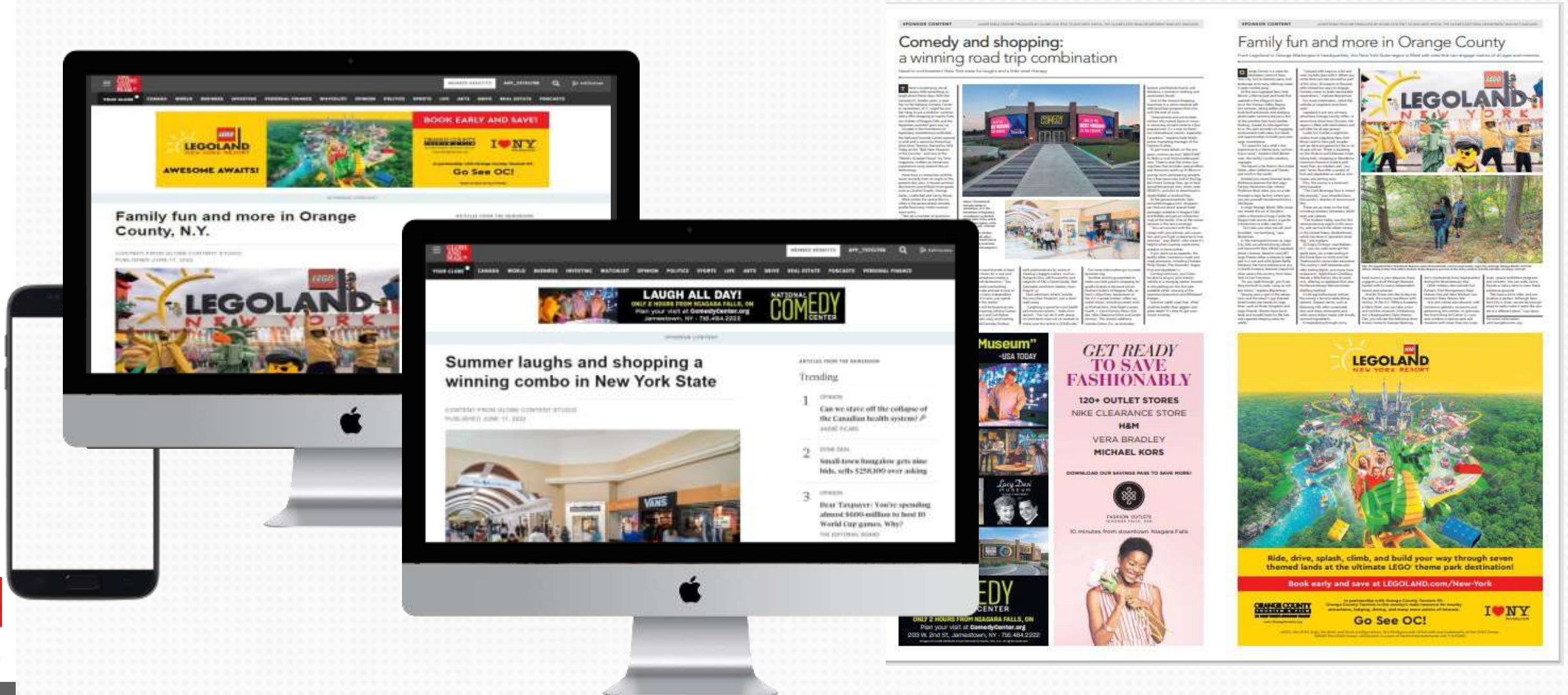
Surpassed sponsor content time spent benchmark

**+7%**

Surpassed experience rating benchmark for Globe webcasts

# 2022 NYSTIA Partnership Program

Premium, custom content was created to position four (4) New York State destinations and attractions as a travel destination with much to offer. The participating members had their destinations woven into the storytelling with the same journalistic standards as The Globe's own editorial.





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## Package and Pricing Options



# ADVERTORIAL CUSTOM CONTENT PACKAGE

## 2023 Spring NYSTIA Co-Op will include:

**PRINT** – Globe and Mail national Saturday *Pursuits* section (1.6 million readers)

- 4C page of advertorial content opposite a 4C full-page featuring partner brand ads
- ILNY branding banner will be used subject to ILNY approval of content.
- Partners will be integrated into 2-3 travel articles promoting their destinations and related activities and reasons to visit NY State.

**DIGITAL** – Articles will be presented on theglobeandmail.com / Partners

- Partner brand ads (728x90; 300x250;300x600) will be rotated in proportion to the partner investment.
- Custom-built content drivers will be developed at no charge, to drive to your partner content page from Globe, Alliance (see list) and Paid Social (Meta)

**Audience Delivery:** The unique Globe & Mail [\*\*Sponsor Content Amplification Strategy\*\*](#) will yield approximately **3,800,000** integrated page impressions for the Co-Op content package with up to 1.7 million New York State tourism branded impressions driving content to the Co-Op content!

# CUSTOM CONTENT PACKAGE PRICING

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At each level of investment your print ad increases in size,  
your digital campaign will expand proportionately  
and your visibility and focus in the associated article(s) will also increase.

***1/6 page w/proportionate digital campaign (est. 920,000 branded impressions): \$7,500***

***1/3 page w/proportionate digital campaign (est. 1,840,000 branded impressions): \$14,650***

***Full page w/proportionate digital campaign (est. 3,800,000 branded impression): \$42,500***

**Space Reservation:** Thursday, January 12, 2023

**Copy / Content Deadline:** Friday, February 24, 2023

**In-Market:** Saturday, April 22, 2023





# THANK YOU

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For more information please contact:



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