

DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

MEDIA KIT 2026

PRINT

Distributed 4 times a year to all subscribers of *The Globe and Mail* across Canada, Canada's national newspaper; and subscribers of the *Toronto Star* in high-income areas across Canada's largest metropolitan city.

DIGITAL & SOCIAL MEDIA

Each issue of *DreamScapes* is accessible online in its entirety with weblinks to advertisers' sites, contests and past issues. *DreamScapes* is also available on several digital newsstand sites, including Apple, Google Play, PocketMags.com, Issuu.com and PressReader.com.



DreamScapes Magazine is audited by



dreamscapesmagazine.com



DreamScapes is published by Globelite Travel Marketing Inc.
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THE GLOBE AND MAIL
TORONTO STAR





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YOUR DREAMSCAPES EDGE

DreamScapes partners with Canada's national news brand, *The Globe and Mail*, to reach the country's most desirable national audience. DreamScapes is also distributed to select subscribers of the *Toronto Star*, reaching Canada's largest metropolitan region in the highest income areas.

DREAMSCAPES ADVERTISING AND CONTENT OPPORTUNITIES

PRINT & DIGITAL

- Print ads
- Sponsored content
- Special editorial feature sections
- Cover wraps
- Inserts – bound-in or glued-in
- Social media
- Custom web content

DIGITAL ONLY

- Videos, box ads, leaderboard position
- Paid social media posts (Sponsored, partnerships, contests & giveaways)
- Web editorial features
- Travel Alerts E-Newsletters, reaching 300,000 qualified travel consumers



READERSHIP: MEET OUR NATIONAL READERS

Our readers are culturally curious, sophisticated travellers. They seek adventure, appreciate the planet's riches, and value local experiences. Passionate about places and people, *DreamScapes* travellers pursue the ultimate dream escapes.

DreamScapes magazine reaches Canada's key consumer market

After seeing an ad for a product, brand or service **53** percent are more likely to search for it, **76** percent more likely to purchase it and **2.5X** more likely to recommend it

80 percent of **HIGH VALUE VACATIONERS**: for their next trip, they are forecasted to spend over \$3,000

81 percent of *DreamScapes*' **EPICUREANS** intend on taking a culinary or wine tour

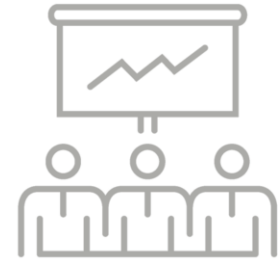
Over three-quarters of our readership (**76%**) are **CULTURE ENTHUSIASTS**

3 in 4 **ACTIVE TRAVELLERS** prep for soft adventure and eco tours

Over 3 in 4 **SEA-SEEKERS** are expected to visit beaches, resorts or book a cruise



Average age **48**



Age 25 – 54: **49** percent
Age 55+: **30** percent



73 percent more likely to be
Senior Managers or Owners



58 percent more likely
to have an HHI \$200K+



35 percent more likely to have
investible assets \$500K+



16 percent more likely to have
3+ credit cards

READERSHIP: MEET OUR TORONTO READERS*

DreamScapes magazine is being distributed in the *Toronto Star*, Canada's largest daily newspaper, reaching Canada's highly sought-after frequent fliers living in high income areas. Toronto is Canada's largest metropolitan city and is the fourth largest populated city in North America after Mexico City, New York City, and Los Angeles. The *Toronto Star* possesses the country's greatest total readership.

Education + Occupation

53 percent of *DreamScapes'* Toronto readers have a university degree and the majority (49 percent) have a professional career either in a white collar or managerial position.

Highest Income Areas

HHI - These neighbourhoods are only the highest income areas in the country where 68% of *DreamScapes'* Toronto-area readers own property, while 54% of its Toronto-area reader base has a household income of more than \$75K. Its high earners with triple digit income of \$100K+ comprise 38 percent of the total readership in the largest consumer market in Canada.

Source: *Toronto Star Media Kit 2023

READERSHIP DEMOGRAPHICS

Who's reading?



59 percent male



40 percent female

Age Category

18-34 years

41%

18-49 years

68%

25-49 years

53%

35-49 years

28%

35+ years

59%

65+ years

14%

LUXURY REACH

DISTRIBUTION – PRINT

Globe and Mail Subscribers

Ontario	30,900
Quebec	2,000
Manitoba & Saskatchewan	1,200
British Columbia	6,100
Alberta	2,800

Total *Globe and Mail* Subscribers 43,000

<i>Toronto Star</i> Subscribers	18,000
Special Mailings	1,000

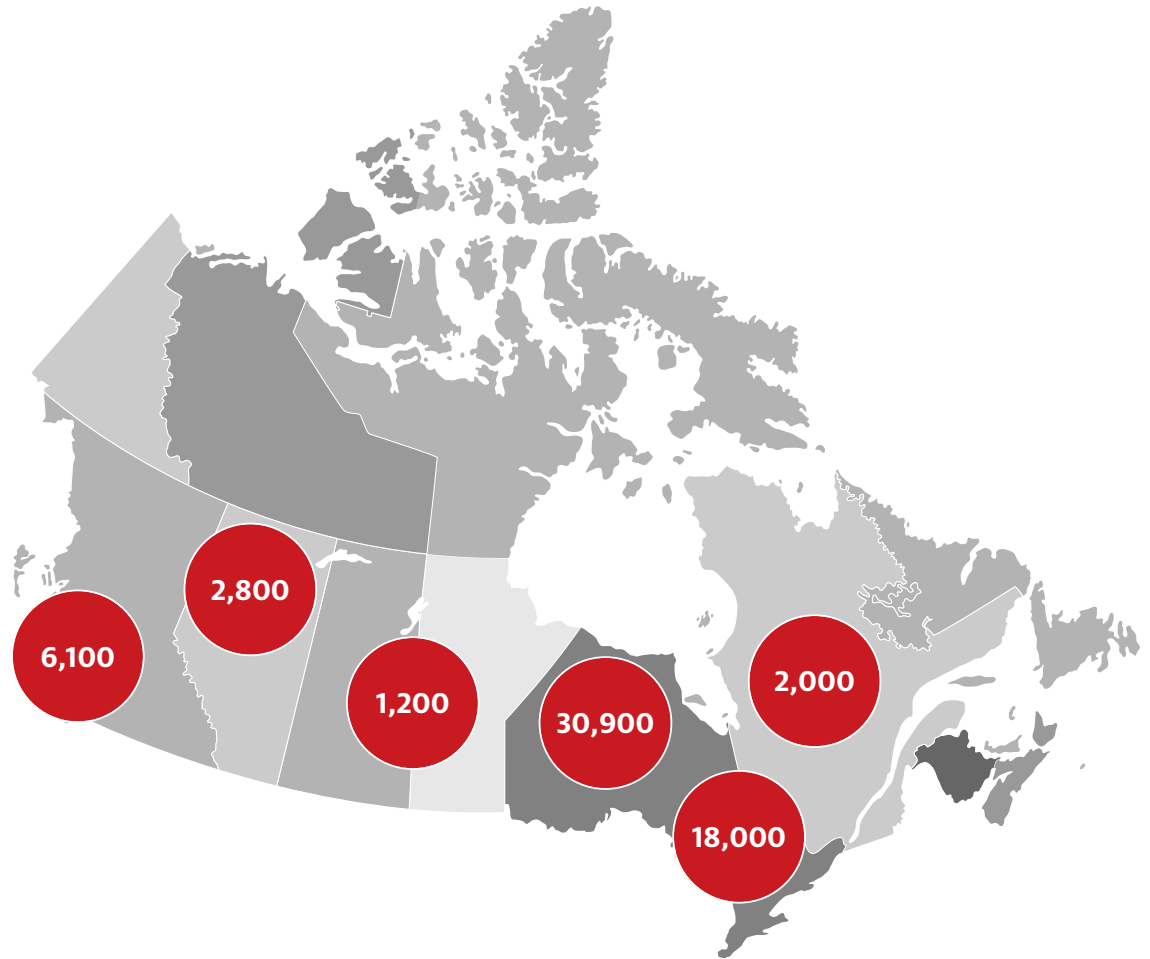
Total Copies 62,000

TOTAL READERS PER EDITION 288,000

• PRINT 248,000

• DIGITAL

Website, Digital Newsstands &
Social Media..... 40,000



DREAMSCAPES & THE GLOBE AND MAIL REACH CANADA'S LARGEST NETWORK OF LUXURY LEISURE TRAVELLERS

3.3 million readers of *The Globe and Mail* are planning to take a vacation in the next 12 months. Connect with Canadians travelling within Canada, the U.S. and international destinations.

DESTINATION	READERS	INDEX
Canada	1,143,000	110
USA	663,000	116
Mexico/Caribbean	357,000	116
U.K./Europe	350,000	122
Asia	173,000	157

THE GLOBE AND MAIL'S WEEKLY PRINT AND DIGITAL READERS ARE:

- **ACTIVE:** Golfing (Index 126), Skiing/snowboarding (Index 122), Sightseeing (Index 119), Nightlife (Index 119), Cultural events (Index 115)*
- **INTERESTED IN A VARIETY OF VACATION PACKAGES:** Culinary/Food & wine (Index 130), Romantic/Honeymoon (Index 128), Outdoor adventure/ Ecotourism (Index 124), Golf (Index 123), Cruise vacations (Index 122)
- **HIGH VALUE VACATIONERS:** they are more likely to spend over \$3,000 on their next vacation (Index 120)

Source: Vividata Spring 2021, Total National, Print/Digital Weekly Readers

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



EDITORIAL MISSION

Since its launch in 1996, *DreamScapes Travel @ Lifestyle Magazine* has been a highly valued leisure publication in the Canadian consumer market that delivers travel and lifestyle content to a high net-worth audience of frequent travellers. The Editorial is overseen by an accomplished, award-winning editor, and is written by a team of experienced travel writers.

Each issue strives to showcase a segment in the world of travel with the ultimate goal: to inspire travel. Discover detailed information from short travel notes to broader, longer features.

As the only independently owned travel publication in Canada to be circulated across the country through a controlled subscription reaching all subscribers of *The Globe and Mail* newspaper, and to frequent fliers living in Canada's largest metropolitan city of Toronto through the *Toronto Star* print circulation, *DreamScapes* is fully audited, by the Alliance for Audited Media giving advertisers a strong print publication with a unique target audience.

With the growth of digital applications, **Dreamscapesmagazine.com** is increasingly changing its position to meet consumer demands through exciting web exclusives, and other website enhancements.

DreamScapes is available on several digital newsstand sites.



2026 EDITORIAL CALENDAR

Canada and the United States remain an important focus in our storytelling, but we also recognize exciting destinations from around the globe.

In every issue, **DreamScapes** Editorial includes these sections: Talk, Travel Sleuth, Travel Gallery and Web Listings. Enjoy long features, personal essays, service-oriented pieces, and much more.



WINTER/SPRING: February

Islands and Wellness

The ultimate island experiences, from far-flung paradise isles to domestic islands rich in Canadian charm, in this issue we showcase singular island settings. The burgeoning world of wellness travel with its restorative properties also gets a close-up look.



SPRING/SUMMER: May

Adventure Travel, Road Trips and Ecotourism

Pack your bags, in this prominent guide on active pursuits we feature the love of adventure travel through road trips and those places with strong green travel appeal.



FALL/WINTER: October

Food and Drink

With the changing seasons — there's the celebratory harvest that drifts into early winter days — it's time to pay homage to all the seasonally good things in this Food and Drink-themed issue.



WINTER: December

Art and Design

Creativity takes centre stage as we focus on a range of people and places around the world inspiring travellers to consider the value of art and design. This issue will feature destinations that have played an important role in establishing trends, art and design movements and other cultural innovations. It's the art of travel.

DreamScapes Editorial has expanded the Editorial section with topics ready to inspire our discerning readers.

NEW: Great Escapes, Passion Pursuits, Power Trip, City Spotlight, and Table Talk. These NEW editorial sections are open for scheduling in any issue. Contact the Editor for interest and inquiries.

TALK: This star-studded editorial of a notable Canadian profiles a visionary within their industry. Be it a performer, conservationist, athlete, chef — the list is long. The only caveats: the individual is connected to Canada (living abroad or in the country) and is either nationally recognized or a leading influencer in their profession.

TRAVEL SLEUTH: We dive into a specific travel topic that presents readers with engaging, informative storytelling. Anticipate a vibrant mix of travel trends and destinations.

70 DREAMSCAPES SPRING/SUMMER 2011

TARGET YOUR ISSUES: MORE CONTENT POSSIBILITIES

DreamScapes provides more sections devoted to topics that resonate with today's consumer audience. The frequency is limited, subject to the Editorial scheduling, giving high exposure on an array of thoughtful subjects. Partners and Sponsors have an opportunity to collaborate on the special sections below.

GREAT ESCAPES: A travel theme or destination gets top billing and answers, "Why Now."

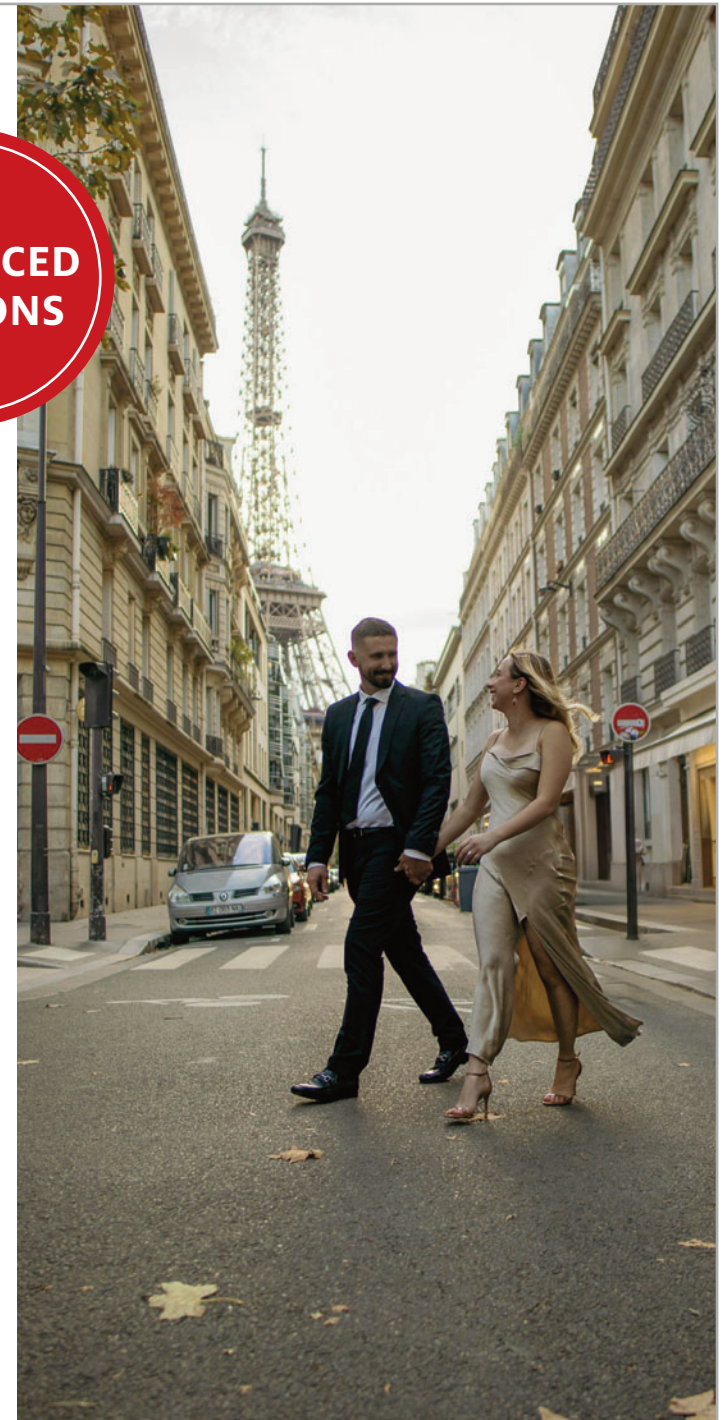
CITY SPOTLIGHT: Explore the latest local developments, and the city's best. Loaded with reader tips on dining, accommodations, sightseeing, one urban setting around the globe is given special prominence in a single issue.

PASSION PURSUITS: In this Editorial section, sustainable travel is the focus. We consider the three pillars: supporting local communities; cultural heritage preservation; and protecting the planet. Readers will discover a destination through meaningful travel.

POWER TRIP: Readers have a first-hand account of an empowering trip that leads to self-discovery.

TABLE TALK: Strictly culinary-focused, this Editorial section encompasses all the delicious spin-offs associated with food. It's here readers will discover food trends around the globe, learn about destination dining scenes, including celebrated chef profiles, among other juicy tidbits.

ENHANCED SECTIONS



EXCLUSIVE SPONSORED CONTENT

High-impact branded content is carefully curated and created in-house by the Editorial team with client direction and approval. This exclusive space also is open to supplied content. We work with brands to tell their most compelling stories.

EXPLORE QUÉBEC'S WILD SIDE

Nature waits for you.



PHOTOGRAPH BY MICHAEL HARRIS

FAIRMONT ROAD-WORK

This summer, Québec beckons with country destinations, regional enclaves and outdoor adventure for the ultimate road-trip escape.



PHOTOGRAPH BY MICHAEL HARRIS

DISCOVER NIAGARA WINE COUNTRY

An Exciting Evolution on a Next-Level Food & Wine Escape



PHOTOGRAPH BY MICHAEL HARRIS

W

ith over 100 wineries in the Niagara Wine Country (NWC) region, the area is a premier destination for wine lovers. The region's wine industry has grown significantly in recent years, with many wineries expanding their offerings and improving their winemaking techniques. The NWC is home to a variety of grape varieties, including Cabernet Sauvignon, Merlot, Pinot Noir, and Chardonnay. The region's wine industry is also known for its scenic views and outdoor activities, making it a popular destination for wine and nature lovers alike.

Taste What the Critics Are Buzzing About

Niagara wine country has long been on the radar of the world's wine critics, but today, the region's reputation is also being built by the local food scene. A restaurant and wine cellar in the heart of the region is a testament to the area's growing food and wine scene. The restaurant, which is located in a historic building, offers a variety of dishes that are inspired by the region's wine and food. The wine cellar, which is also located in the same building, offers a variety of wines that are sourced from the region's wineries.

Plan Your Next Niagara Escape

For those looking for a weekend getaway, the Niagara Wine Country is a perfect destination. The region offers a variety of activities, including wine tasting, hiking, and sightseeing. There are also a number of hotels and resorts in the region, making it easy to find a place to stay. The Niagara Wine Country is a beautiful and scenic area, and it offers a unique experience for those who visit. Whether you are a wine lover or a nature lover, the Niagara Wine Country is a destination that is worth visiting.

Exploring the Last Frontier with REGENT SEVEN SEAS CRUISES' ALASKA VOYAGES

Sail away on-board the world's most inclusive luxury cruise line and discover adventure at its best

BY KAREN BURSTEIN



PHOTOGRAPH BY MICHAEL HARRIS

Suites as Well-Appointed

You Won't Want to Leave
Seven Seas Explorer is an all-inclusive suite cruise ship with 100 spacious accommodations, private butler service, and a large private terrace on the upper decks. The ship is also equipped with a variety of amenities, including a spa, a gym, and a lounge. The ship is also equipped with a variety of amenities, including a spa, a gym, and a lounge. The ship is also equipped with a variety of amenities, including a spa, a gym, and a lounge.

Personalized Suites, Fine Wine and Elevated Culinary Delights

If you're looking for a luxury cruise experience, Seven Seas Explorer is the perfect choice. The ship offers a variety of amenities, including a spa, a gym, and a lounge. The ship is also equipped with a variety of amenities, including a spa, a gym, and a lounge. The ship is also equipped with a variety of amenities, including a spa, a gym, and a lounge.

Picture-Perfect Germany Escapes

HISTORY, CHARM, AND STUNNING VIEWS.



PHOTOGRAPH BY MICHAEL HARRIS

THE FIRST GLOBALISTS

The Hanseatic League in Germany Celebrates 670 years in 2026

BY KAREN BURSTEIN



PHOTOGRAPH BY MICHAEL HARRIS

Visit Margaree & Newbliss

A visit to Margaree and Newbliss is a must for anyone visiting the Niagara Wine Country. The two wineries are located in the heart of the region and offer a variety of wines that are sourced from the region's wineries. The wineries are also known for their scenic views and outdoor activities, making them a popular destination for wine and nature lovers alike.

Blend Nature & Art with Wine & Food Fun

The Niagara Wine Country is a beautiful and scenic area, and it offers a unique experience for those who visit. Whether you are a wine lover or a nature lover, the Niagara Wine Country is a destination that is worth visiting.

MULTIMEDIA SOLUTIONS

DIGITAL

dreamscapesmagazine.com is accessed globally and has a strong Canadian audience of HHI consumers and travellers. With a redesigned new website, dreamscapesmagazine.com has been fully reimagined giving partners an excellent digital publishing travel tool in the Canadian market today. Dreamscapes is also available on several digital newsstands. Download the Dreamscapes Travel Magazine App.

TRAVEL ALERTS E-NEWSLETTER

This reaches 300,000 qualified travel consumers.

PRINT

DreamScapes magazine is published 4 times per year, reaching all subscribers of *The Globe and Mail* across Canada, and as a special supplement 4 times a year in the *Toronto Star*, reaching only the highest desired income areas in Canada's largest metropolitan city.



SOCIAL MEDIA

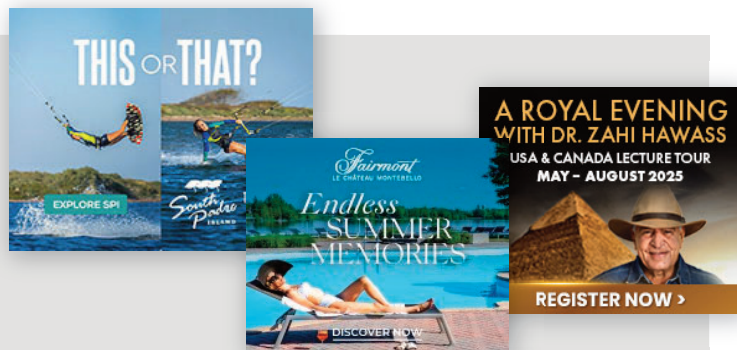
Reach our growing audience at the newly revamped digital platforms for *DreamScapes*. We can seamlessly integrate key messages, promotions and highlight timely campaigns to our audience of devoted travellers, who are armchair readers as well as frequent fliers. DreamScapes has won the **2024 Best Social Media Post** category by Discover America Canada.

WEBSITE AD RATES

AD SIZE/UNIT 1 MONTH WEB ONLY RATE

- (A) Video Box \$595
One Position
- (B) Leaderboard \$595
Size: 648 pixels x 129 pixels
- (C) Box Ad \$395
Size: 212 pixels x 176 pixels

- All ad positions are on the *DreamScapemagazine.com* Home Page
- Rates quoted are net



MAGAZINE AD RATES - PER INSERTION

INCLUDES PRINT & DIGITAL EDITIONS

SIZE OF ADVERTISEMENT	NUMBER OF INSERTIONS		
	1X	2X	3X
Full Page	\$6,950	\$6,450	\$5,950
1/2 Page	\$4,500	\$4,250	\$3,950
1/3 Page	\$3,500	\$3,250	\$2,950
Double Page Spread	\$11,900	\$10,900	\$9,950
Inside Front Cover Double Page Spread	\$13,900	\$12,900	\$11,900
Outside Back Cover	\$8,950	\$8,500	\$7,950
Inside Front Cover	\$7,950	\$7,500	\$6,950
Inside Back Cover	\$7,500	\$6,950	\$6,500

AD DIMENSIONS & SPECIFICATIONS

DOUBLE PAGE SPREAD

Bleed: 17" x 11-1/8"

Trim size: 16-3/4" x 10-7/8"

Live area: 7-3/8" x 9-7/8" (x2)

FULL PAGE

Bleed: 8-5/8" x 11-1/8"

Trim size: 8-3/8" x 10-7/8"

Live area: 7-3/8" x 9-7/8"

1/2 PAGE - OPTION A

Trim size: 4-1/8" x 10-7/8"

Bleed: 4-3/8" x 11-1/8"

Live area: 3-5/8" x 9-7/8"

1/2 PAGE - OPTION B

Trim size: 8-3/8" x 5-3/8"

Bleed: 8-5/8" x 5-1/2"

Live area: 7-3/8" x 4-7/8"

1/2 PAGE - OPTION C

Trim size: 5-3/8" x 8-1/8"

Bleed: 5-1/2" x 8-1/4"

Live area: 4-7/8" x 7-3/8"

1/3 PAGE - OPTION A

Trim size: 2-7/8" x 10-7/8"

Bleed: 3-1/8" x 11-1/8"

Live area: 2-3/8" x 9-7/8"

1/3 PAGE - OPTION B

Trim size: 8-3/8" x 3-3/4"

Bleed: 8-5/8" x 4"

Live area: 7-1/4" x 3-1/8"

1/3 PAGE - OPTION C

Trim size: 5-1/8" x 5-1/8"

Bleed: 5-3/8" x 5-3/8"

Live area: 4-7/8" x 5"

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

DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

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.

DELIVERY METHOD

Email, WeTransfer, Dropbox, Google Drive

ACCEPTABLE AD FORMATS

PDF (PDF/X-1a compliant) – preferable

Adobe InDesign CC 2025*

Adobe Illustrator CC 2025*

Quark XPress 2025*

*Please supply fonts and links

ADDITIONAL INFORMATION

Full colour process printing, web press.

Self cover with two-wire saddle stitch.

SUBMIT MATERIAL TO

Joe Turkel, Publisher

joe@globelitemedia.com

Tel: 416-725-3353 or 1-888-700-4464

AD CLOSING DATES & MATERIAL DEADLINES

ISSUES	CLOSING DATE	MATERIAL DUE	DISTRIBUTION DATE
WINTER/SPRING 2026	January 12	January 16	February 12
SPRING/SUMMER 2026	April 10	April 17	May 14
FALL/WINTER 2026	September 18	September 25	October 22
WINTER 2026/2027	October 30	November 6	December 3

For more information please contact your *DreamScapes* Account Manager.

PUBLISHER

Joe Turkel

Head Office: 416-725-3353 or 1-888-700-4464

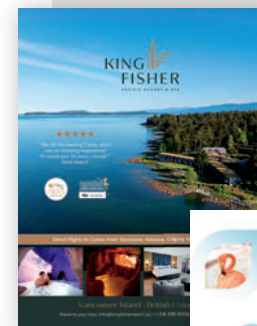
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THE GLOBE AND MAIL 

» TORONTO STAR «

