DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

MEDIA KIT 2027



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 Alliance for Audited Media

dreamscapesmagazine.com

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

Globelite TRAVEL MARKETING INC.







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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

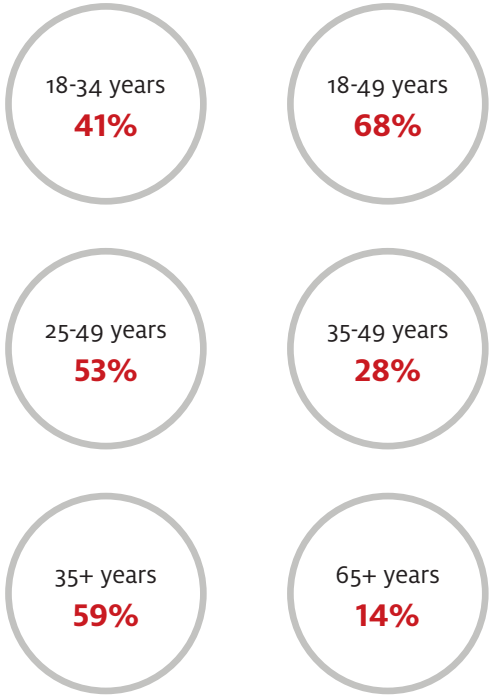
Who's reading?



59 percent male

40 percent female

Age Category



LUXURY REACH

DISTRIBUTION – PRINT

Globe and Mail Subscribers

Ontario	28,400
Quebec	2,000
Manitoba & Saskatchewan	1,200
British Columbia	5,700
Alberta	2,700

Total *Globe and Mail* Subscribers 40,000

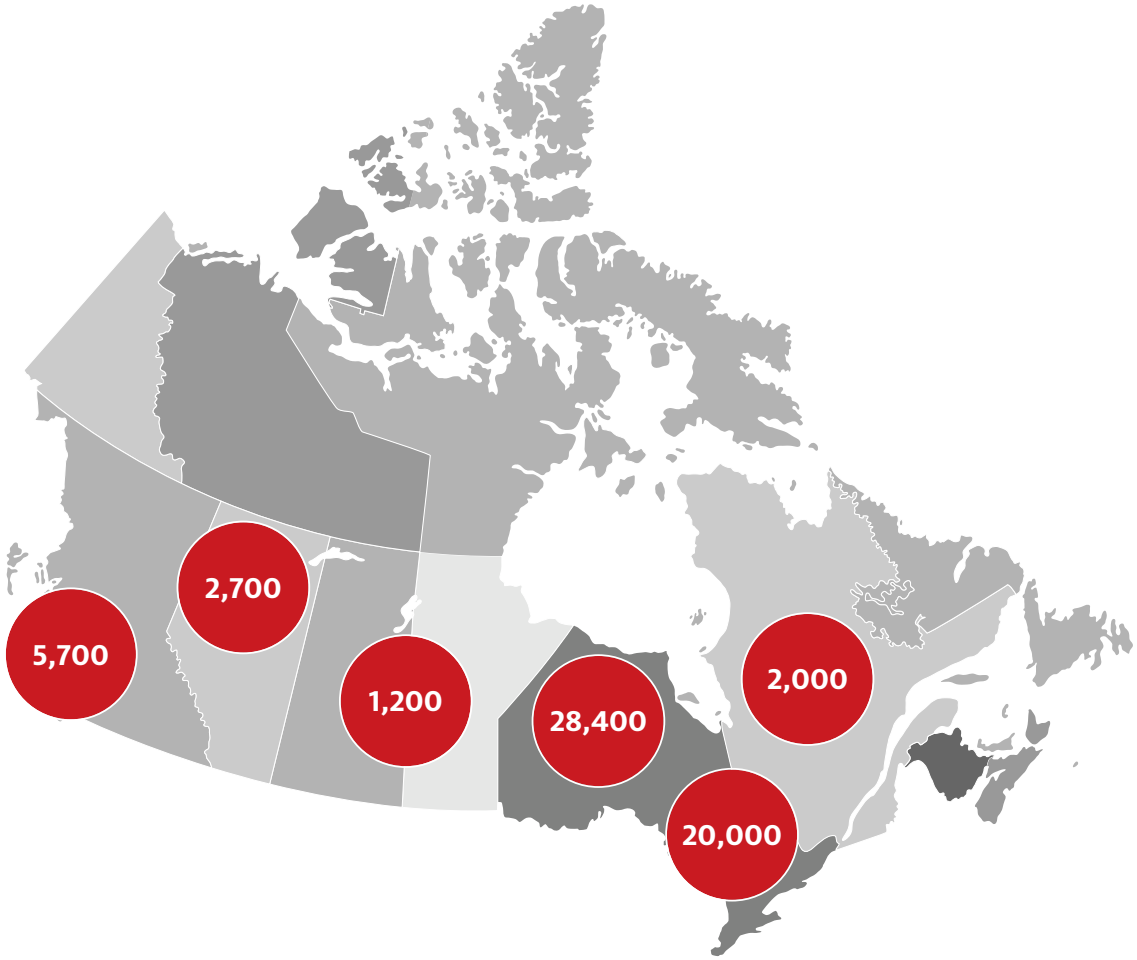
Toronto Star Subscribers	20,000
Special Mailings	600

Total Copies 60,600

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.



2027 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.

IN EVERY ISSUE: THE CONTENT POSSIBILITIES

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 GALLERY: In this collection of short travel news items, these mini-news notes have a call-to-action for readers.

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.



TARGET YOUR ISSUES: MORE CONTENT POSSIBILITIES

ENHANCED SECTIONS

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.

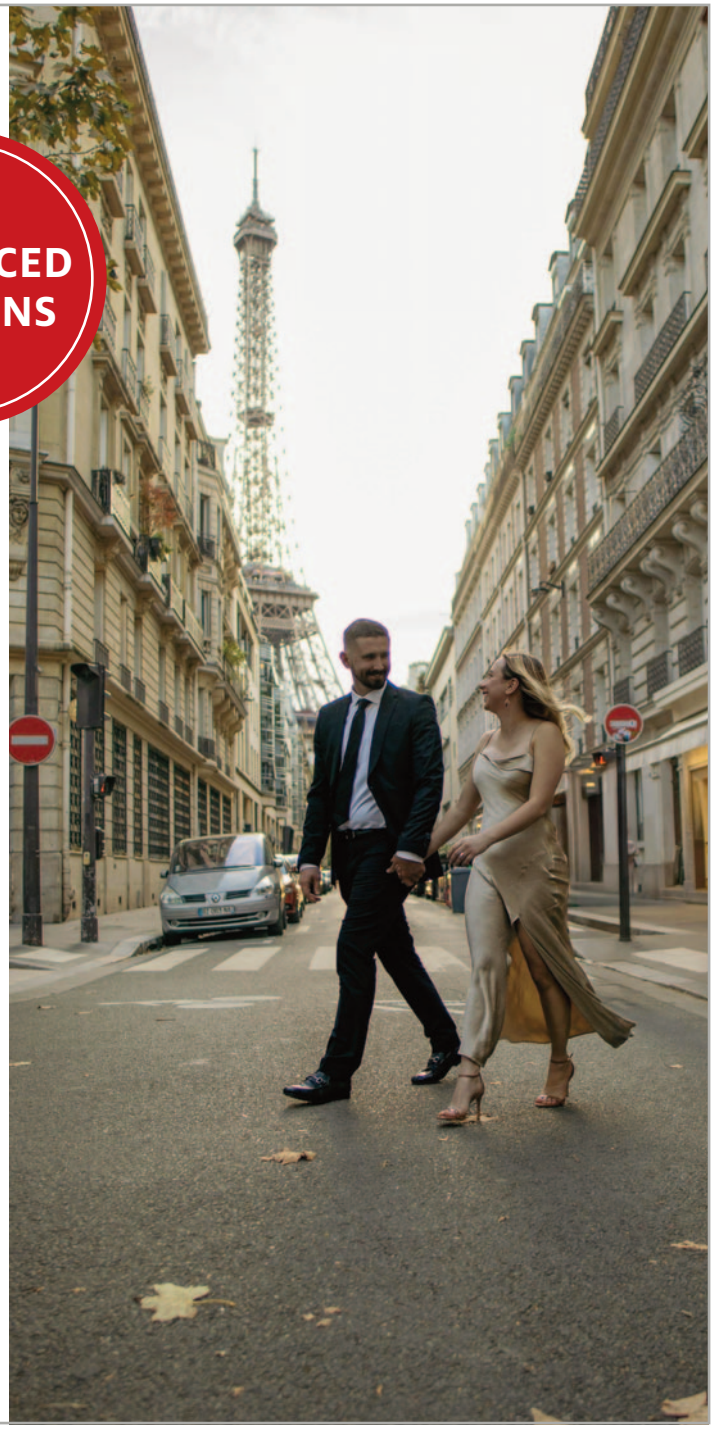
GREAT ESCAPES: A travel theme or destination gets top billing and answers, "Why Now."

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.



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.



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

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



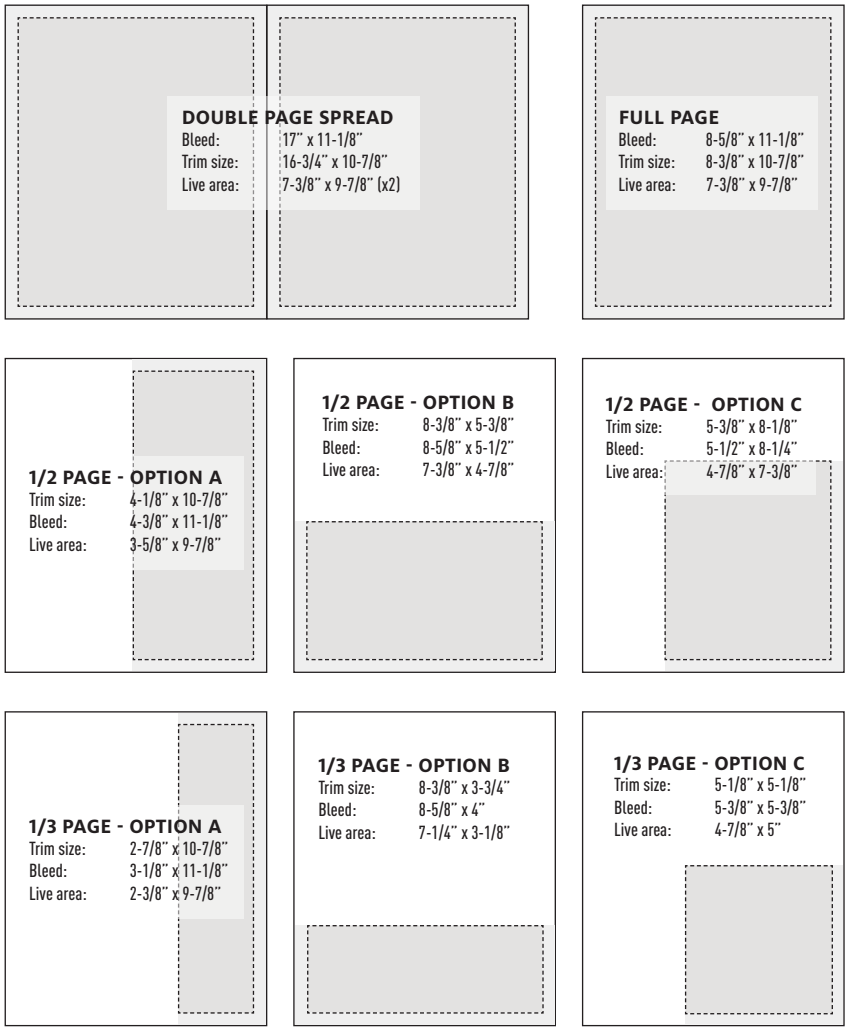


MAGAZINE AD RATES - PER INSERTION

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



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 2026*
Adobe Illustrator CC 2026*
Quark XPress 2026*
*Please supply fonts and links

ADDITIONAL INFORMATION

Full colour process printing, web press.
Self cover with two-wire saddle stitch.

SUBMIT MATERIAL TO

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AD CLOSING DATES & MATERIAL DEADLINES

ISSUES	CLOSING DATE	MATERIAL DUE	DISTRIBUTION DATE
WINTER/SPRING 2027	January 11	January 15	February 11
SPRING/SUMMER 2027	April 9	April 16	May 13
FALL/WINTER 2027	September 16	September 24	October 21
WINTER 2027/2028	October 29	November 5	December 2



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

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