DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

MEDIA KIT 2025











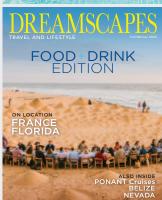
Distributed 4 times a year to all subscribers of *The Globe and Mail*, Canada's national newspaper; and subscribers of the *Toronto Star* in high-income areas across Canada's largest metropolitan city.

DIGITAL

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 and PressReader.com.







dreamscapesmagazine.com







DreamScapes is published by Globelite Travel Marketing Inc. 5863 Leslie St., Suite 315, Toronto, ON M2H 1J8 Tel: 416-725-3353 or 1-888-700-4464

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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 Alert Newsletters



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*

Source: *Vividata Spring 2021 Study, **Globe and Mail, TGAM_GA Leisure Travel study

READERSHIP: MEET OUR NEW TORONTO READERS*

DreamScapes magazine is being distributed in the Toronto Star, Canada's largest daily newspaper, starting in 2024 and will reach 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?

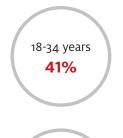




59 percent male

40 percent female

Age Category













LUXURY REACH

DISTRIBUTION - PRINT

Globe and Mail Subscribers

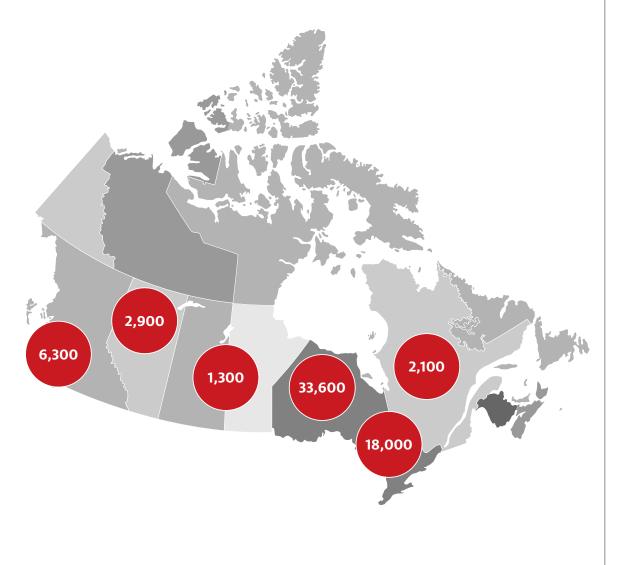
Total Copies 65,200
Special Mailings
Toronto Star Subscribers 18,000
Total Globe and Mail Subscribers 46,200
Alberta
British Columbia 6,300
Manitoba & Saskatchewan 1,300
Quebec 2,100
Ontario

TOTAL READERS PER EDITION 464,000

• PRINT		260,000
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• DIGITAL

Website Impressions255,000



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 networth audience of frequent travellers. The Editorial is overseen by an accomplished, awardwinning 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, 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.

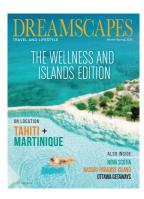
DreamScapes is available on several digital newsstand sites.



2025 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, USA Journeys, and Web Listings. Enjoy long features, personal essays, service-oriented pieces, and much more.



WINTER/SPRING:

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:

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:

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:

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.

USA JOURNEYS: Penned by an award-winning travel journalist, this editorial of round-up themes showcases America's finest locales, offering readers a menu of choices.



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.



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.



SPLENDID SANSSOUCI

Cruises to Remember

Emerald Cruises in Europe and Southeast Asia

Land of Fantasy and Reality

SPANISH ALLOY: THE BLENDING OF CULTURE



Five Trails of Adventure in DAYTONA BEACH

YEST FLORIDA

FLORIDA

n Sea

MULTIMEDIA SOLUTIONS

PRINT

DreamScapes magazine is published 4 times per year across Canada through a special subscription base in *The Globe and Mail*, 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.

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 the best digital publishing travel tool in the Canadian market today.



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





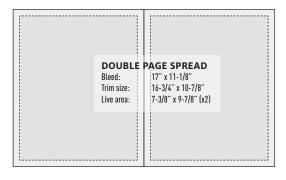
MAGAZINE AD RATES

INCLUDES PRINT & DIGITAL EDITIONS

SIZE OF ADVERTISEMENT	NUMBER 1X	OF INSE	RTIONS 3X
715 T = 11115 = 1111		-23	-
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	\$10,900
Outside Back Cover	\$7,950	\$7,500	\$6,950
Inside Front Cover	\$7,950	\$7,500	\$6,950
Inside Back Cover	\$7,500	\$6,950	\$6,500

AD DIMENSIONS & SPECIFICATIONS





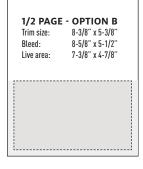
FULL PAGE Bleed: 8-5/8" x 11-1/8" Trim size: 8-3/8" x 10-7/8" Live area: 7-3/8" x 9-7/8"

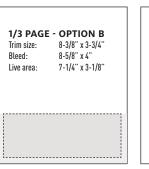
1/2 PAGE - OPTION A Trim size: 4-1/8" x 10-7/8" Bleed: 4-3/8" x 11-1/8" 3-5/8" x 9-7/8" Live area:

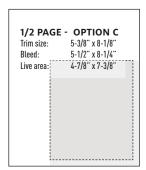
1/3 PAGE - OPTION A

Live area:

2-7/8" x 10-7/8" 3-1/8" x 11-1/8" 2-3/8" x 9-7/8"







	E - OPTION C
	5-1/8" x 5-1/8
Bleed:	5-3/8" x 5-3/8
Live area:	4-7/8" x 5"

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, FTP, Dropbox, Google Drive Please contact us for FTP login

ACCEPTABLE AD FORMATS

PDF (PDF/X-1a compliant) - preferable Adobe InDesign CC 2024* Adobe Illustrator CC 2024* Quark XPress 2024* *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

1/6 PAGE	E - OPTION A	1/6 PAGI	E - OPTION B
Live area:	2-3/8" x 4-7/8"	Live area:	7-3/8" x 1-5/8"

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

AD CLOSING DATES & MATERIAL DEADLINES

ISSUES CLOSING DATE MATERIAL DUE **DISTRIBUTION DATE**

WINTER/SPRING 2025 January 13 January 20 February 17

SPRING/SUMMER 2025 April 11 April 18 May 15

FALL/WINTER 2025 September 22 September 26 October 23

WINTER 2025/2026 October 31 November 7 December 4

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

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