



2012 RATE CARD

NO. 16 EFFECTIVE
JANUARY 2012

CELEBRATING 17 YEARS

DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE



OVER A SPAN OF 17 YEARS, *DREAMSCAPES* HAS GAINED RECOGNITION AND RESPECT AS CANADA'S PREMIER TRAVEL AND LIFESTYLE MAGAZINE.



REACHING CONSUMERS FROM COAST TO COAST:

- Distributed in major Canadian markets as a supplement in *The Globe and Mail*, reaching the most desirable households across the country.
- Available on newsstands and in Air Canada Maple Leaf Lounges across Canada.

ONLINE:

- Each issue of *DREAMSCAPES* is accessible online in its entirety with links to advertisers' sites, contests and past issues.
- *DREAMSCAPES* offers digital subscriptions through several online digital newsstand sites.

THE GLOBE AND MAIL 

 **CCAB**
BPA WORLDWIDE



DREAMSCAPES.CA

DREAMSCAPES is published by GlobeLite Travel Marketing Inc.

3 Bluffwood Dr., Toronto, ON M2H 3L4 | Tel: 416-497-5353 or 1-888-700-4464 | Fax: 416-497-0871 | Email: dreamscapesmagazine@rogers.com

ADVERTISING RATES

SIZE OF ADVERTISEMENT	NUMBER OF INSERTIONS		
	1x	3x	6x
Double Page Spread	\$ 14,400	\$ 13,680	\$ 12,990
Outside Back Cover	\$ 9,670	\$ 9,180	\$ 8,720
Inside Front or Inside Back Cover.....	\$ 9,120	\$ 8,660	\$ 8,220
Full Page.....	\$ 8,540	\$ 8,110	\$ 7,700
2/3 Page.....	\$ 6,280	\$ 5,960	\$ 5,660
1/2 Page.....	\$ 5,240	\$ 4,980	\$ 4,730
1/3 Page.....	\$ 4,050	\$ 3,850	\$ 3,660
1/6 Page.....	\$ 2,460	\$ 2,340	\$ 2,220

ASK ABOUT OUR ASSOCIATION, MULTI-ADVERTISER PAGES AND WEB ADVERTISING RATES

GENERAL

The rates are gross per insertion and include process colour. Charges for inserts, special positions and ad sizes are available on request. Ad design and make-up charges available on request.

AGENCY COMMISSION

15% of gross billing allowed on space and position charges to recognized advertising agencies.

PAYMENT TERMS

Invoice payable upon receipt. Prompt payment discount of 2% when paid within 10 days.

Costs for the printing of inserts are payable prior to printing.

CONTRACT TERMS

The publisher reserves the right to refuse advertising that is not in keeping with the objectives of *DREAMSCAPES*. Globalite's liability is limited to the replacement of equivalent space. Other than confirmed positions, request positions are not guaranteed.

DISTRIBUTION

The Globe and Mail

Ontario.....	65,675
British Columbia	14,750
Alberta	8,625
Quebec	4,600
Manitoba/Saskatchewan	4,000
Atlantic Canada	2,350
TOTAL GLOBE AND MAIL DISTRIBUTION*	100,000

Newsstand distribution.....	4,400
Air Canada Maple Leaf Lounges**	2,600
Special Publisher Mailings	2,000
TOTAL DISTRIBUTION PER ISSUE	109,000

TOTAL READERSHIP PER ISSUE **250,000**

*Audited by CCAB/BPA

**Based on an average of 300 copies per week

DREAMSCAPES readers' quick facts

Average Household Income.....	\$143,000
Managers/Professionals/Executives	59%
Age 36 to 64	76%
Age 35+.....	88%

DREAMSCAPES.CA

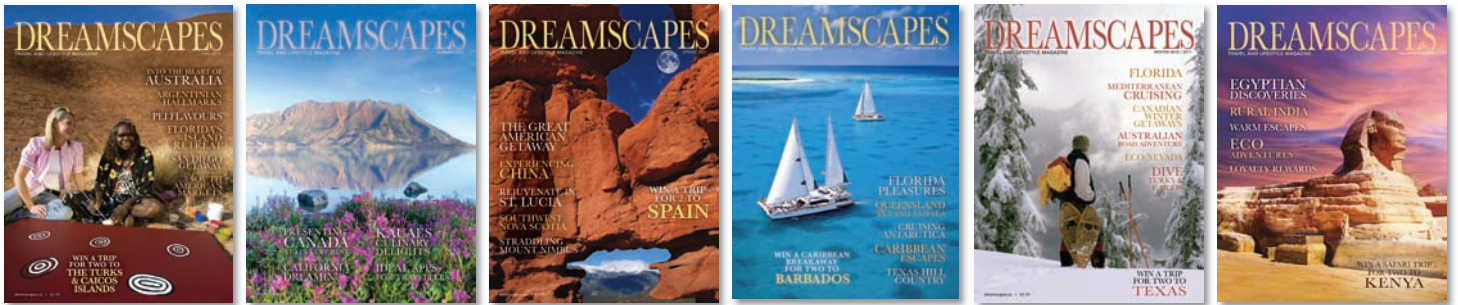
- Consumers are able to view the full magazine online at dreamscapes.ca.
- Free online consumer subscriptions are available with automatic email notification and direct links to the site.
- All advertisers receive a direct link from the advertisement to their website.
- Ask about our web advertising rates and special programs.

PHOTO CREDITS IN ORDER OF APPEARANCE: TRANSAT HOLIDAYS HAWAII TOURISM AUTHORITY/KIRK LEE AEDER | TRAVELLER/SHUTTER-STOCK IMAGES | OCEAN SPIRIT CRUISES | ULURU-KATA TJUTA NATIONAL PARK/VOYAGES AYERS ROCK | OTTAWA TOURISM | ANSE CHASTANET | © DISNEY | VICTOR ENGLEBERT | KNTO | ALLAN LYNCH | PANAMA CITY BEACH CVB | © AVENTURE STUDIO



AD CLOSING DATES & MATERIAL DEADLINES

2012 ISSUES	CLOSING DATE	MATERIAL DUE	DISTRIBUTION DATE
Winter/Spring (Feb/Mar/April)	January 19	January 23	February 15
Spring (April/May)	March 15	March 19	April 11
Summer (June/July/Aug/Sept)	May 10	May 14	June 6
Fall (Sept/Oct)	August 23	August 27	September 19
Fall/Winter (Oct/Nov)	September 27	October 1	October 24
Winter (Nov/Dec/Jan)	November 1	November 5	November 27



2012 EDITORIAL SCHEDULE

Winter/Spring	Caribbean Feature, Canada, USA, Florida Feature, Asia/Oceania, Europe/Mediterranean, Weddings & Romantic Getaways, Spring Break Holidays, Adventure Travel, Middle East, Cruising, Recreational Real Estate, Business and Conference Travel
Spring	USA Coast to Coast, California Feature, Canada Feature, Australia/New Zealand, Caribbean, Emerging Destinations, Driving Holidays, Culinary & Wine, Loyalty Programs, Cruising
Summer	Canada Coast to Coast, USA, Europe/Mediterranean, Central & South America, Adventure Travel, Golf, Driving Holidays, Travel Gear, Recreational Real Estate
Fall	Caribbean, USA, Canada, Asia/Oceania, Africa, Driving Holidays, Culinary & Wine, Adventure Travel, Mini Getaways, Middle East, Business and Conference Travel
Fall/Winter	Caribbean Feature, Cruising, Europe/Mediterranean, Central & South America, USA, Loyalty Programs, Emerging Destinations, Sustainable Tourism, Canada
Winter	Florida Feature, Canada Winter, USA Winter, Caribbean, Cruising, Australia/New Zealand, Middle East, Adventure Travel, Travel Gear, Recreational Real Estate

EDITORIAL OFFICE

Donna Vieira, Editor
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Email: editor@dreamscapes.ca

PUBLISHER

Joe Turkel
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Email: dreamscapesmagazine@rogers.com

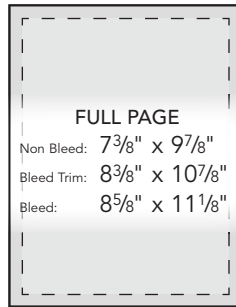
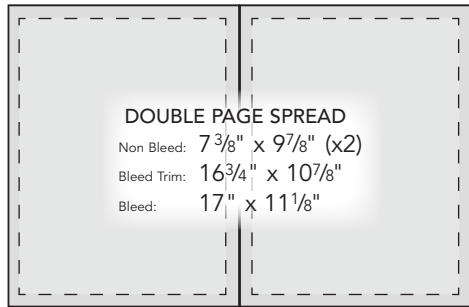
REGULAR FEATURES Travel Gallery, Travel Sleuth, Celebrity Travel Corner, Web Listing at a Glance

The editorial schedule is subject to change.



AD DIMENSIONS & SPECIFICATIONS

FULL PAGE ADS



TRIM SIZE (FINISHED SIZE)

$8\frac{3}{8}"$ Wide x $10\frac{7}{8}"$ Deep

BLEED ADS

All bleed sizes include $\frac{1}{8}"$ bleed on all sides.

LIVE AREA

Keep live text $\frac{1}{4}"$ away from the trim edge.

ACCEPTABLE AD FORMATS

PDF (PDF-X1a compliant)

Adobe InDesign CS5

Adobe Illustrator CS5

*please supply fonts and links

ACCEPTABLE MEDIA

CD, DVD, Email, FTP

Please contact us for FTP login

SUBMIT MATERIAL TO

Joe Turkel, Publisher

3 Bluffwood Drive

Toronto, ON M2H 3L4

Tel: 416-497-5353 or

1-888-700-4464

Fax: 416-497-0871

dreamscapesmagazine@rogers.com

ADDITIONAL INFORMATION

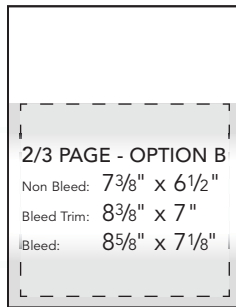
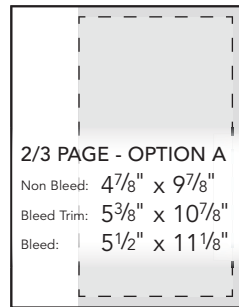
Full colour process printing, web press.

Self cover with two-wire saddle stitch.

Advertiser should supply a high resolution colour proof with ad material to allow for accuracy of colour and content.

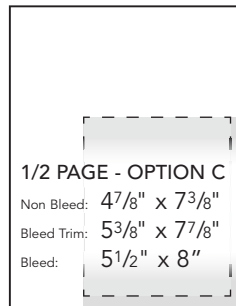
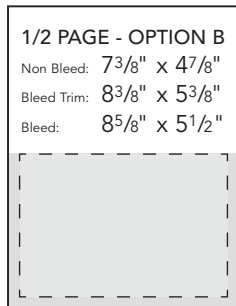
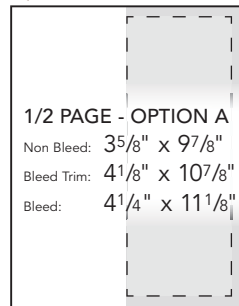
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2/3 PAGE ADS

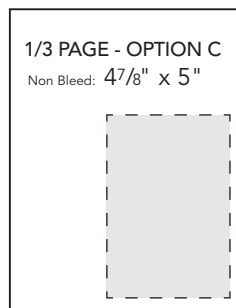
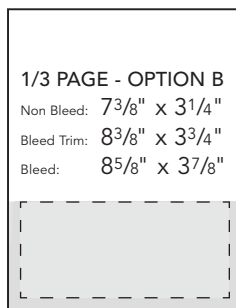
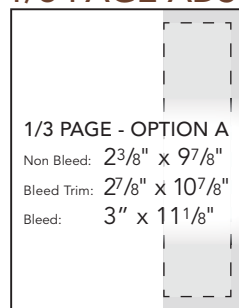


**ALL BLEED
 SIZES INCLUDE
 $\frac{1}{8}"$ BLEED ON
 ALL SIDES.**

1/2 PAGE ADS



1/3 PAGE ADS



1/6 PAGE ADS

