

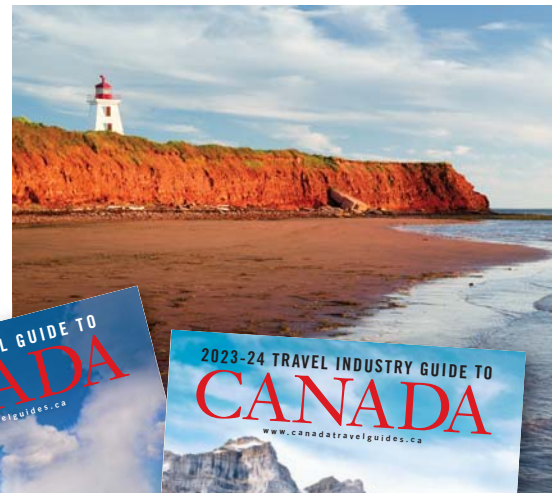
EXCITING NEW DISTRIBUTION IN THE

TORONTO STAR

2024-2025 EDITION

THE TRAVEL GUIDE TO CANADA

RATES AND DISTRIBUTION



CIRCULATION AND TARGET AUDIENCES:

- NEW FOR 2024 — THE TORONTO STAR SUBSCRIBERS
- RETAIL NEWSSTANDS IN THE USA AND CANADA
- UNITED AND DELTA AIRLINES AIRPORT LOUNGES IN MAJOR USA AIRPORTS
- AAA OFFICES IN THE USA

THE TRAVEL GUIDE TO CANADA
is published by



www.canadatravelguides.ca





ADVERTISING

Globelite Travel Marketing Inc. has, for 20 highly successful years, worked closely with Canada’s destination and tourism industry partners to provide this professional source of travel information on Canada. Within Globelite’s Travel Guide division is a dedicated team producing **The Travel Guide to Canada** which is now being sold in over 10,000 retail locations throughout the United States and Canada.

The digital edition is available on canadatravelguides.ca and on several digital newsstands.

WHAT YOU GET:

- ▶ **DETAILED EDITORIAL SECTIONS** on Canada’s Provinces and Territories.
- ▶ **“WHAT’S NEW”** across this vast country!
- ▶ **INFORMATION** on major industry sectors, specialty travel, adventure travel, culture and heritage.
- ▶ **HELPFUL RECOMMENDATIONS** for those seeking information on Canada’s vast array of tourism products and destinations.
- ▶ **THE TRAVEL GUIDE TO CANADA** is also sold worldwide as a digital magazine through Apple App Store, Google Play, issuu.com, pocketmags.com and is available on pressreader.com.
- ▶ **CANADATRAVELGUIDES.CA** offers an interactive and informative website.



PRINT ADVERTISING RATES

Rates include print and digital editions

DOUBLE PAGE SPREAD	\$ 9,950
FULL PAGE	\$ 6,950
1/2 PAGE	\$ 3,950
1/3 PAGE	\$ 3,250
INSIDE FRONT COVER DPS	\$ 12,950
INSIDE FRONT COVER	\$ 8,950
PAGE 1	\$ 8,950
INSIDE BACK COVER	\$ 7,950
OUTSIDE BACK COVER	\$ 10,950

ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

2024 DIGITAL AD RATES

Advertisers purchasing print advertising in the annual **Travel Guide to Canada** have the opportunity to extend their message with savings on the homepage of canadatravelguides.ca. Print ad buys are additional.

AD SIZE/UNIT	6 MONTH VALUE RATE TO PRINT ADVERTISER	6 MONTHS WEB ONLY RATE	1 YEAR WEB ONLY RATE
A VIDEO BOX Size: 180 px x 135 px <i>Exclusive Position</i>	\$1,500	\$3,000	\$4,500
B BOX ADVERTISEMENT Size: 212 px x 176 px <i>Advertisers rotated</i>	\$ 500	\$1,000	\$1,500
C LEADERBOARD Size: 728 px x 90 px <i>Two advertisers rotated</i>	\$1,500	\$3,000	\$4,500

ALL LINKS ROTATE ON AN EQUAL BASIS • CREATIVE CAN BE CHANGED PERIODICALLY
• ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

NEW FOR 2024

DISTRIBUTION TO SUBSCRIBERS OF THE

TORONTO STAR

2024 DISTRIBUTION

TOTAL COPIES: 60,000

THE TRAVEL GUIDE TO CANADA

is being sold in over 10,000 retail locations in the U.S.A., Canada and in other countries. It serves an international community through print and digital distribution.

- **RETAIL DISTRIBUTION IN THE U.S.A.**

includes Barnes & Noble, Books-A-Million, Kroger, Target, Walmart, Hudson Group Retail airport and commuter stores, and CVS/pharmacy locations.

- **RETAIL DISTRIBUTION IN CANADA**

includes Canada's airport retail bookstores, Chapters, Indigo, Coles, Loblaws, Shoppers Drug Mart, Safeway, Hudson News, BC Ferries terminals, Sobeys, Metro, LS Retail (hotel and mall locations), London Drugs, Value Drug Mart and Walmart.

- **AIRPORT LOUNGES:**

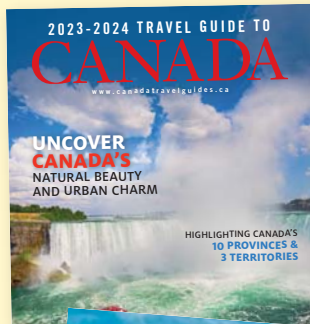
United and Delta Airlines airport lounges in major USA airports.

- **AAA OFFICES:**

AAA offices in the USA, including all AAA offices in New England.

- **DIGITAL DISTRIBUTION:**

THE TRAVEL GUIDE TO CANADA is available on Apple Store, Google Play, issuu.com, pocketmags.com and is available on pressreader.com. Consumers can download the publication to their digital devices.



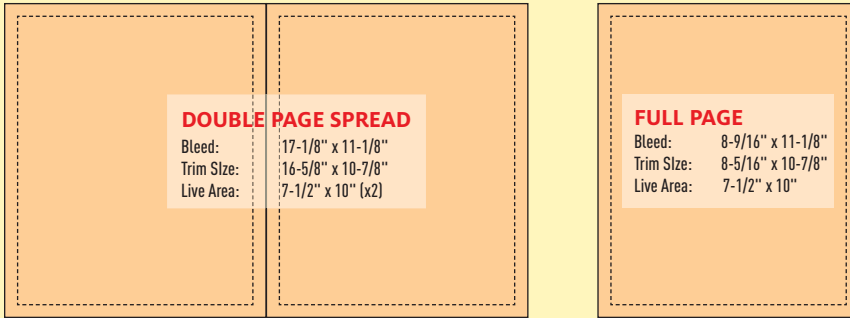
THE TRAVEL GUIDE TO CANADA IS AVAILABLE



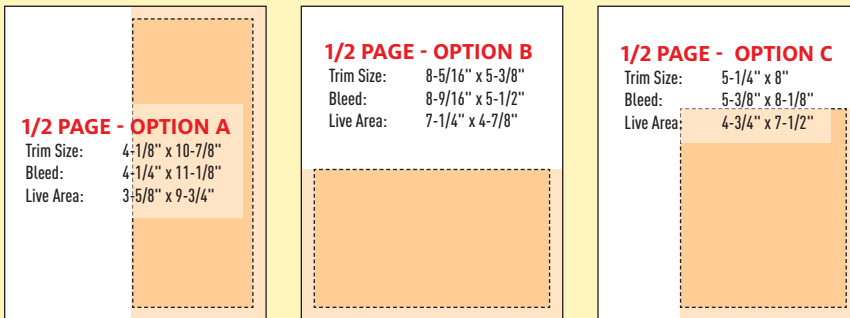
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AD DIMENSIONS

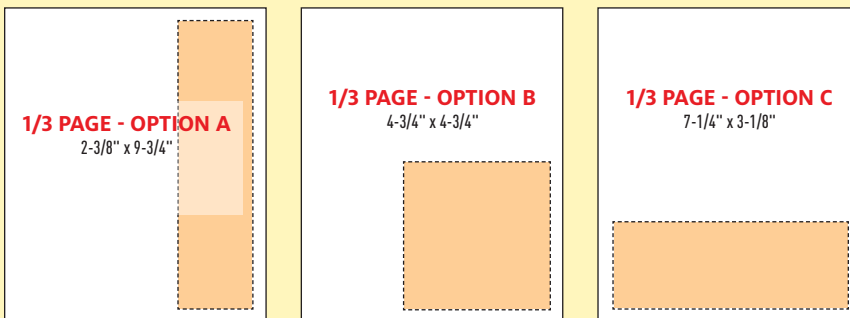
FULL PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



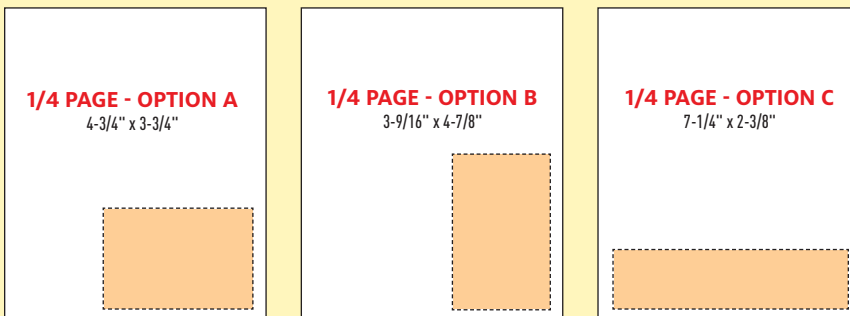
1/2 PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



1/3 PAGE ADS *These are non-bleed ads*



1/4 PAGE ADS *These are non-bleed ads*



CLOSING DATES & MATERIAL DEADLINES

BOOKING SPACE CLOSING DATE:

March 29, 2024

MATERIAL DUE DATE:

April 10, 2024

DISTRIBUTION DATE:

May, 2024

MATERIAL REQUIREMENTS

AD FORMAT

PDF-X1a Compliant

Images must be high resolution (300 DPI) and converted to CMYK mode.

Full Page and 1/2 Page Ads

must be supplied with bleeds and cropmarks, unless it is a non bleed ad.

Live Text must be at least 1/4" away from the trim edge.

All Ads must be supplied with crop marks.

FILE DELIVERY

Email, FTP, Dropbox, Wetransfer

Please contact us for FTP login

AD DESIGN CHARGES

1/2 Page size or smaller: \$195

Sizes larger than 1/2 Page: \$395

Please provide high resolution images, vector logos and copy in digital format.

SUBMIT MATERIALS TO:

Joe Turkel, Publisher

Tel: 416-497-5353, 1-888-700-4464

Fax: 416-497-0871

Email: tigc@rogers.com or

joe@globelitemedia.com



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CANADA

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