



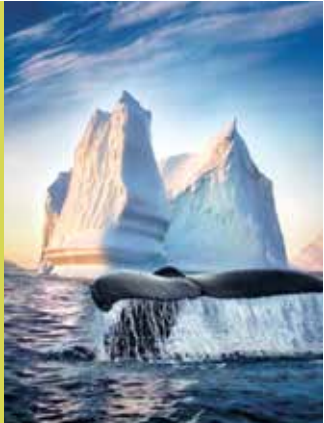
16<sup>TH</sup> EDITION

# THE TRAVEL GUIDES TO CANADA

2017 RATES AND DISTRIBUTION

TRAVEL GUIDE TO CANADA (CONSUMER)  
TRAVEL INDUSTRY GUIDE TO CANADA (TRAVEL TRADE)

WORLD CLASS PRINT AND DIGITAL PUBLICATIONS  
PROMOTING TRAVEL AND TOURISM IN CANADA



PUBLISHED BY:



[canadatravelguides.ca](http://canadatravelguides.ca)



# ADVERTISING

**G**lobelite Travel Marketing Inc. has worked closely with leaders in Canada's tourism industry for over 16 years to provide, annually, a professional source of travel information on Canada.

Having grown from the original travel industry editions, demand for a consumer publication led us to produce The Travel Guide to Canada, now available in over 18,000 retail locations throughout the United States and Canada. Both print and digital editions satisfy current trends in information distribution.

**THE TRAVEL GUIDES TO CANADA** offer detailed editorial sections on Canada's Provinces and Territories as well as information on major industry sectors, specialty travel, adventure travel, culture and heritage, plus many current helpful recommendations for those seeking information on Canada's vast array of tourism products and destinations.

**THE TRAVEL INDUSTRY GUIDE TO CANADA** provides a valued resource for travel agents and tour operators and is distributed, free of charge, to the travel trade in Britain, the U.S.A. and Canada.

**THE TRAVEL GUIDE TO CANADA** is sold worldwide as a digital magazine through zinio.com, the iTunes store and pocketmags.com. Canadatravelguides.ca offers an interactive and informative website.



## PRINT ADVERTISING RATES

Package price for consumer and travel trade

DOUBLE PAGE SPREAD.....	\$12,900	INSIDE FRONT COVER DPS .....	\$ 19,500
FULL PAGE .....	\$ 8,950	INSIDE FRONT COVER .....	\$ 14,900
1/2 PAGE .....	\$ 4,950	PAGE 1 .....	\$ 14,900
1/3 PAGE.....	\$ 3,950	INSIDE BACK COVER .....	\$ 12,900
1/4 PAGE.....	\$ 2,950	OUTSIDE BACK COVER .....	\$ 17,900

ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

## 2016/2017 WEBSITE RATES

Advertisers purchasing print advertising in the annual Travel Guides to Canada have the opportunity to extend their message with savings on the homepage of [www.canadatravelguides.ca](http://www.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
<b>A</b> VIDEO BOX Size: 180 px x 135 px <i>Exclusive Position</i>	\$1,500	\$3,000	\$4,500
<b>B</b> BOX ADVERTISEMENT Size: 120 px x 80 px <i>Advertisers rotated</i>	\$ 500	\$1,000	\$1,500
<b>C</b> LEADER BOARD 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

The Travel Guide To Canada can be purchased on [zinio.com](http://zinio.com), the iTunes store and [pocketmags.com](http://pocketmags.com).





# 2017 DISTRIBUTION

MINIMUM TOTAL COPIES: **100,000**

## CONSUMER DISTRIBUTION

**87,000** COPIES

THE TRAVEL GUIDE TO CANADA, is being sold in over 18,000 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 CANADA** includes Canada's airport retail bookstores, Chapters, Indigo, Coles, SmithBooks, Loblaws, Shoppers Drug Mart, Safeway, Hudson News and BC Ferries terminals, Sobeys, Metro, LS Retail (hotel and mall locations), London Drugs, Value Drug Mart and Walmart.

**RETAIL DISTRIBUTION IN THE U.S.A.** includes Barnes & Noble, Books-A-Million, Kroger, Target, SuperValu, Walmart, Hudson Group Retail airport and commuter stores, and CVS/pharmacy locations.

**DIGITAL DISTRIBUTION: THE TRAVEL GUIDE TO CANADA** is for sale on zinio.com, the iTunes store and pocketmags.com. Consumers can download the publication to their digital devices.



## TRAVEL TRADE DISTRIBUTION

**13,000** COPIES

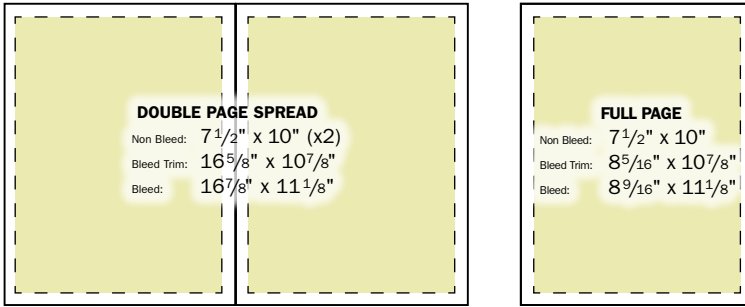
Distributed annually, free of charge, to travel industry professionals in Britain, the U.S.A. and Canada. The Travel Guide to Canada reaches travel agents, tour operators, incentive travel, meeting planners and tourism industry professionals.



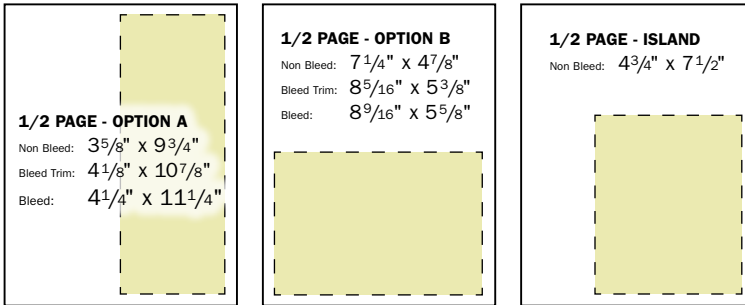
# AD DIMENSIONS

Bleed ad sizes include 1/8" bleed on all sides.

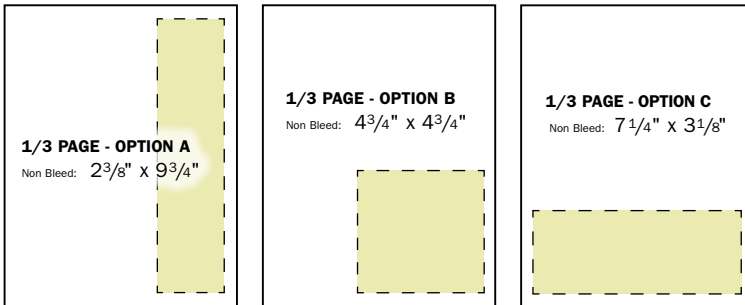
## FULL PAGE ADS



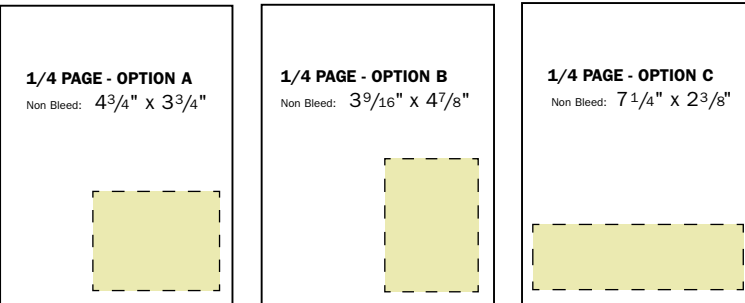
## 1/2 PAGE ADS



## 1/3 PAGE ADS



## 1/4 PAGE ADS



## CLOSING DATES & MATERIAL DEADLINES

BOOKING SPACE CLOSING DATE:  
**January 30, 2017**

MATERIAL DUE DATE:  
**February 18, 2017**

DISTRIBUTION DATE:  
**March/April, 2017**

## MATERIAL REQUIREMENTS

### AD FORMAT

#### PDF-X1a Compliant

Images must be high resolution (300 DPI) and CMYK (NO spot colours, RGB, etc.)

### FILE DELIVERY

#### Email, FTP

Please contact us for FTP login

### Hard Copy Proof

Advertisers are asked to supply a professional colour proof with ad material to ensure colour accuracy. (eg. Epson Contract Proof)

## 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:

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