

17TH EDITION

THE TRAVEL GUIDES TO CANADA

2018 RATES AND DISTRIBUTION

2018 TRAVEL GUIDE TO CANADA (CONSUMER)
2018 TRAVEL INDUSTRY GUIDE TO CANADA (TRAVEL TRADE)

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



PUBLISHED BY:



canadatravelguides.ca

ADVERTISING

Globelite Travel Marketing Inc. works closely with leaders in Canada's tourism industry to provide, annually, a professional source of travel information on Canada. Continuing demand for a consumer travel publication has led us to produce **The Travel Guide to Canada**, which is now being sold in over 19,000 retail locations throughout the United States and Canada. To further support our tourism industry, Globelite Travel Marketing publishes the **Travel Industry Guide to 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, highlighting "What's New" across this vast country. The Travel Guides offer information on major industry sectors, specialty travel, adventure travel, culture and heritage, plus many 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 USA and Canada.

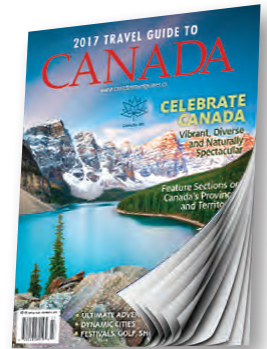
THE TRAVEL GUIDE TO CANADA is also sold worldwide as a digital magazine through zinio.com, the iTunes store and pocketmags.com. canadatravelguides.ca offers an interactive and informative website.

PRINT ADVERTISING RATES

Package price for consumer and travel trade editions

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



2017/2018 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 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: 120 px x 80 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



The Travel Guide To Canada can be purchased on zinio.com, the iTunes store and pocketmags.com.



2018 DISTRIBUTION

MINIMUM TOTAL COPIES: **100,000**

CONSUMER DISTRIBUTION

87,000 COPIES

THE TRAVEL GUIDE TO CANADA, is being sold in over 19,000 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

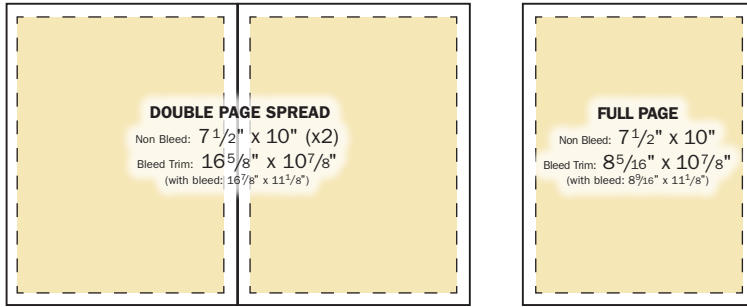
13,000 COPIES

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

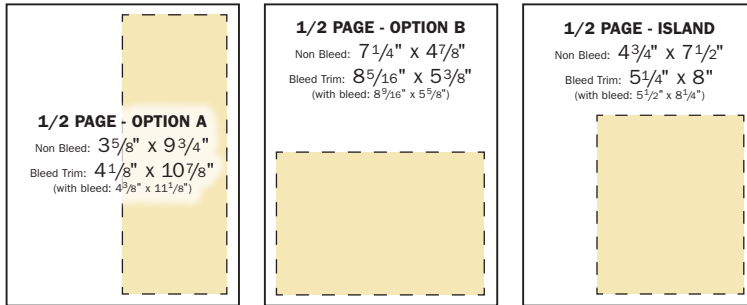


AD DIMENSIONS

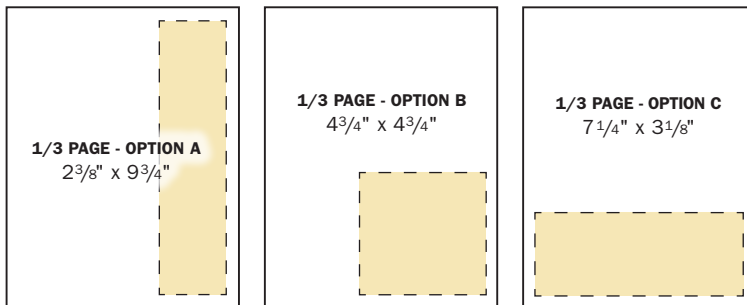
FULL PAGE ADS: Full Page ads must be supplied with bleeds and cropmarks



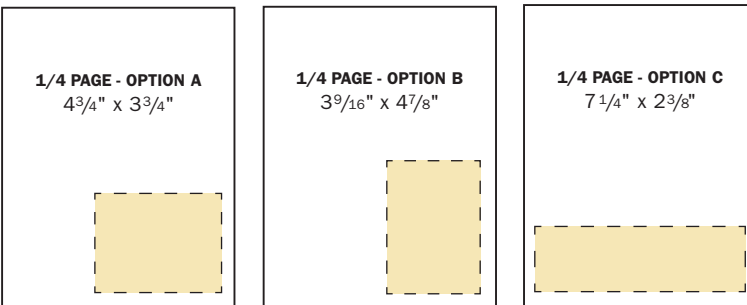
1/2 PAGE ADS 1/2 Page ads must be supplied with bleeds and cropmarks



1/3 PAGE ADS Non bleed ads



1/4 PAGE ADS Non bleed ads



CLOSING DATES & MATERIAL DEADLINES

BOOKING SPACE CLOSING DATE:

January 31, 2018

MATERIAL DUE DATE:

February 19, 2018

DISTRIBUTION DATE:

March/April, 2018

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

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:

Valerie Saunders, Publisher

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

Fax: 416-497-0871

Email: tigc@rogers.com or

val@globelitemedia.com

THE TRAVEL GUIDES TO
CANADA

canadatravelguides.ca

GROUP PUBLISHER: **Joe Turkel** joe@globelitemedia.com

PUBLISHER: **Valerie Saunders** val@globelitemedia.com

EXECUTIVE EDITOR: **Judi Scharf** judi@globelitemedia.com

EDITOR: **Julia Wall** julia@globelitemedia.com

3 Bluffwood Dr., Toronto, Ontario M2H 3L4 Canada

E-MAIL: **info@canadatravelguides.ca**

TEL: **416-497-5353** TOLL FREE: **1-888-700-4464**

