

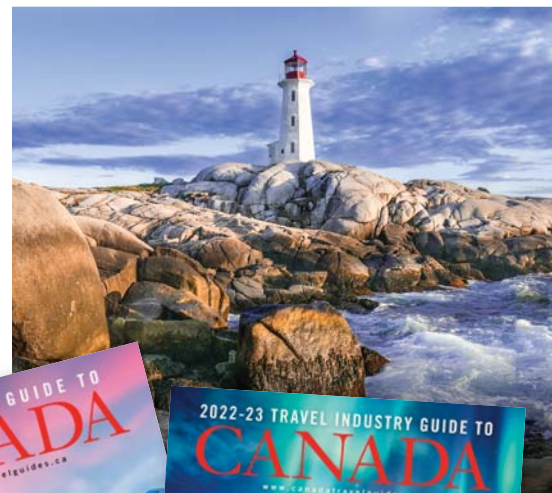
2023-2024 EDITION

# THE TRAVEL GUIDES TO CANADA

## RATES AND DISTRIBUTION

2023-2024 TRAVEL GUIDE TO CANADA (CONSUMER)

2023-2024 TRAVEL INDUSTRY GUIDE TO CANADA (TRAVEL TRADE)



### CIRCULATION AND TARGET AUDIENCES:

- RETAIL NEWSSTANDS IN THE USA AND CANADA
- UNITED, AMERICAN AND DELTA AIRLINES AIRPORT LOUNGES IN MAJOR USA AIRPORTS
- AAA OFFICES IN THE USA



THE TRAVEL GUIDES TO CANADA  
are published by

**Globelite**  
TRAVEL MARKETING INC.

[www.canadatravelguides.ca](http://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 for both consumer and travel trade audiences. Within Globelite's Travel Guide division is a dedicated team producing **The Travel Guides to Canada**. **The Travel Guide to Canada** consumer edition is now being sold in over 12,000 retail locations throughout the United States and Canada.

Our Travel Trade edition, the **Travel Industry Guide to Canada**, is offered free of charge to travel agents and tour operators to further support Canada's travel industry.

The digital edition is available on [canadatravelguides.ca](http://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 INDUSTRY GUIDE TO CANADA** provides a valued resource for travel agents and tour operators and is distributed, free of charge, to the travel trade.
- ▶ **THE TRAVEL GUIDE TO CANADA** is also sold worldwide as a digital magazine through [issuu.com](http://issuu.com), the iTunes store, [pocketmags.com](http://pocketmags.com) and is available on [pressreader.com](http://pressreader.com) and Google Play.
- ▶ **CANADATRAVELGUIDES.CA** offers an interactive and informative website.



## PRINT ADVERTISING RATES

Package price for consumer, travel trade and digital editions

DOUBLE PAGE SPREAD .....	\$ 10,950
FULL PAGE .....	\$ 7,950
1/2 PAGE .....	\$ 4,500
1/3 PAGE .....	\$ 3,500
1/4 PAGE .....	\$ 2,500
INSIDE FRONT COVER DPS .....	\$ 14,950
INSIDE FRONT COVER .....	\$ 9,950
PAGE 1 .....	\$ 9,950
INSIDE BACK COVER .....	\$ 8,950
OUTSIDE BACK COVER .....	\$ 14,950

ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

## 2023 DIGITAL AD 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](http://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 VIDEO BOX</b> Size: 180 px x 135 px <i>Exclusive Position</i>	\$1,500	\$3,000	\$4,500
<b>B BOX ADVERTISEMENT</b> Size: 212 px x 176 px <i>Advertisers rotated</i>	\$ 500	\$1,000	\$1,500
<b>C LEADERBOARD</b> 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



# 2023 DISTRIBUTION

TOTAL COPIES: 80,000

## CONSUMER DISTRIBUTION

75,000 COPIES

### THE TRAVEL GUIDE TO CANADA

is being sold in over 12,000 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, 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.

**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.

**DIGITAL DISTRIBUTION: THE TRAVEL GUIDE TO CANADA** is available on iTunes Store, Google Play, pocketmags.com, PressReader.com and Issuu.com. Consumers can download the publication to their digital devices.

**AIRPORT LOUNGES:** United, American and Delta Airlines airport lounges in major USA airports.

**AAA OFFICES:** AAA offices in the USA.



## TRAVEL TRADE DISTRIBUTION

5,000 COPIES

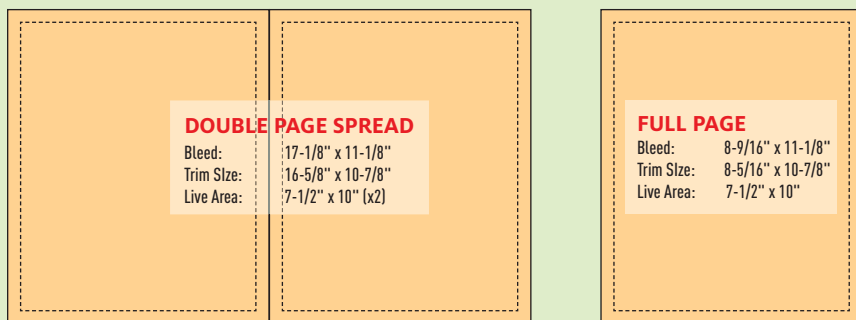
Distributed annually to travel industry professionals, the **TRAVEL INDUSTRY GUIDE TO CANADA** reaches travel agents, tour operators, incentive travel, meeting planners and tourism industry professionals.



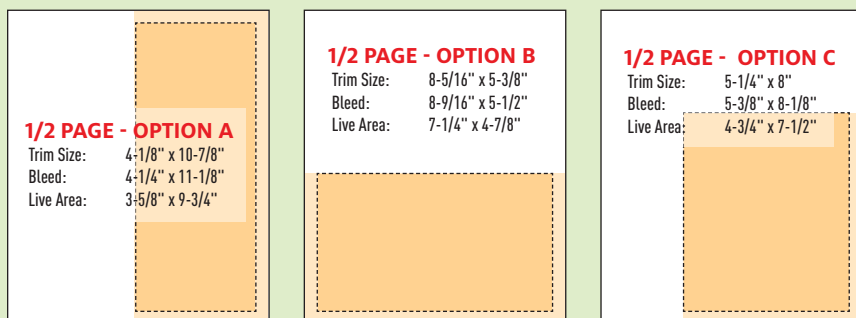
[www.canadatravelguides.ca](http://www.canadatravelguides.ca)

# AD DIMENSIONS

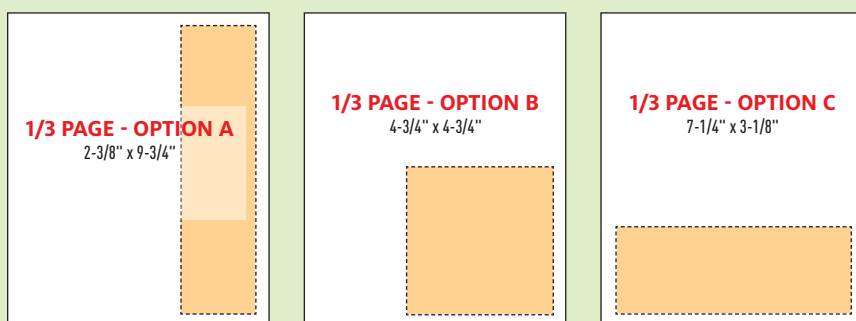
## FULL PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



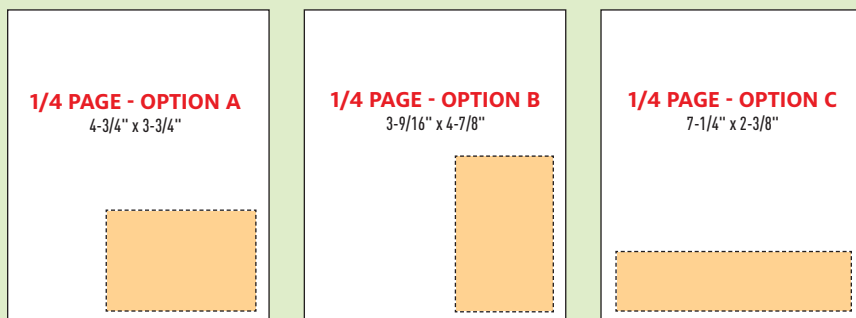
## 1/2 PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



## 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 31, 2023**

MATERIAL DUE DATE:  
**April 10, 2023**

DISTRIBUTION DATE:  
**May, 2023**

## 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*

## 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](mailto:tigc@rogers.com) or

[val@globelitemedia.com](mailto:val@globelitemedia.com)



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