



20
25

mediakit

Our Story

Baxter Media — bringing the world to Canada and Canada to the world for over 75 years.

The travel industry’s most sought-after source of innovation, Baxter Media pushes beyond the boundaries of publishing by employing a multitude of print, digital, interactive, and online media solutions. Comprised of industry veterans and enthusiastic up-and-comers, our team has the expertise, resources and relationships to ensure your message is impactful, and reaches a powerful, expert audience who are passionate about travel.



Baxter Media Brands



Our Reach



Trade Magazines

- Canadian Travel Press
- Travel Courier



Digital Reach

- TravelCourier.ca
- TravelBlast
- TravelPress.com
- TravelPRESSToday
- Travel Webcast



Sponsorships

- Agents' Choice Survey and Awards
- Baxter Student Ambassador Program



Consumer Magazines

- OFFSHORE – travel at its finest
- Culinary Travels Cookbook Series



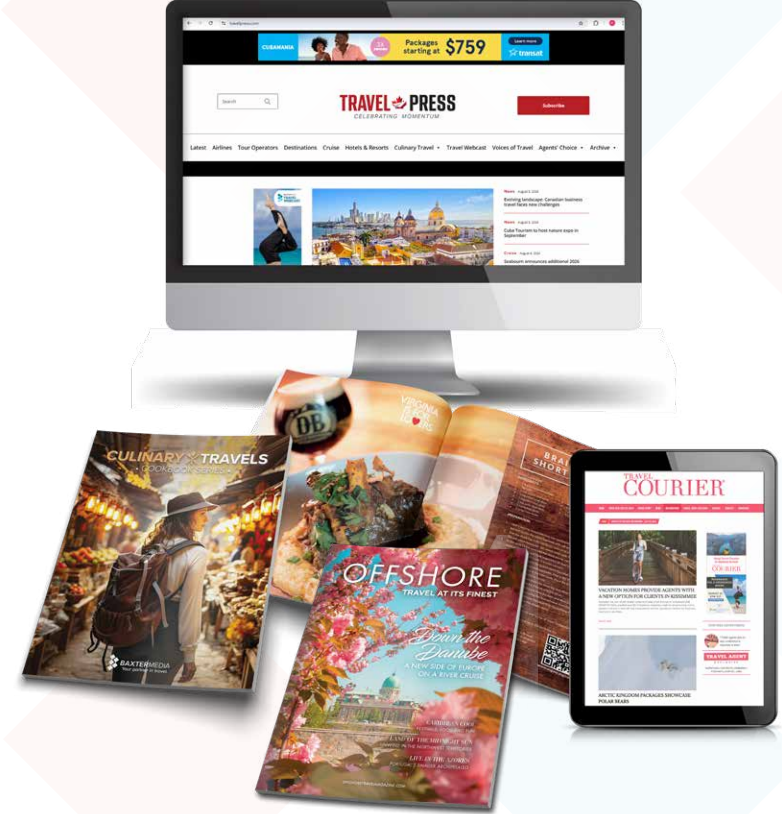
Social Media

- Facebook
- Instagram
- Twitter
- LinkedIn

[350,000 + | BAXTER MEDIA'S AUDIENCE REACH]

Products & Services

Canadian Travel Press	5
Travel Courier	6
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24,997
QUALIFIED SUBSCRIBERS

TRAVEL AND TOURISM
PROFESSIONALS

THE BIG PICTURE

- Fair and reliable reporting coast-to-coast-to-coast
- The “WHY” factors
- Knowledge of industry shifts
- Insights from key professionals
- Sustainable travel
- New technologies & innovations
- Unique & exclusive stories

Strategic Marketing Outcomes

Branding | Milestones | Announcements | Destinations | Niche Targeting
Product/Brand Positioning | Call to Action | Relationship Building | News



EDITORIAL
CALENDAR ▶



RATES &
DESIGN SPECS ▶



REQUEST
PROPOSAL



READ NOW ▶

Filled with original, big picture stories written by our team of well-respected professional travel editors, **Canadian Travel Press**’ fair and reliable coverage delivers original interviews, captivating insider tips, and unique insights into the world of tourism unavailable anywhere else.

TRAVELPRESS.COM ▶

22,664
QUALIFIED
SUBSCRIBERS

AGENTS, OPERATORS AND
KEY SUPPLIERS WHO
MAKE THINGS HAPPEN

SIGNATURE FEATURES

- On-location reviews & features
- Agent exclusive deals & incentives
- Leveling up through agent education & training
- Specialist programs
- Travel inspiration
- Seasonal trends
- Product and destination updates
- Sustainable travel initiatives
- Niche travel products
- FAM trip information
- Upcoming events

Strategic Marketing Outcomes

Call to Action Recruitment & Hiring Brand Awareness Strategic Promotions
Education Specialist Programs Appointments Contests & Incentives News



EDITORIAL
CALENDAR ▶



RATES &
DESIGN SPECS ▶



REQUEST
PROPOSAL



READ NOW ▶

Travel Courier takes a fun, inviting look at the world of travel. Each issue is brimming with unique, firsthand editorial coverage that provides readers with the tools they need to be successful. Prominently featuring fams, industry hacks, tips, trade secrets, vibrant photos and curated insider content designed to amplify agents' voices, it's no wonder Travel Courier remains Canada's favourite travel trade publication.

35,464
MONTHLY UNIQUE REACH

SIGNATURE FEATURES

- Weekly magazine direct to subscribers' inboxes
- A daily source of engaging stories
- Educational content & news in a variety of interactive media modes: videos, photos, brochures, learning centres and more

Strategic Marketing Outcomes

Announcements Call to Action Recruitment & Hiring Brand Awareness
Strategic Promotions Education Specialist Programs Appointments
Contests & Incentives News Travel Professional Engagement



EDITORIAL
CALENDAR ▶



RATES &
DESIGN SPECS ▶



SUBSCRIBE ▶

More than just the online home of Travel Courier, its vivid, interactive design paired with exclusive online content allows **TravelCourier.ca** to bring media to life. Rife with videos, photos, brochures, learning centres, contests, award-winning editorial coverage, and complemented by a regular e-newsletter, TravelCourier.ca is where Canadian travel professionals get the information they need to succeed.

TRAVELCOURIER.CA ▶

41,300

AVERAGE DISTRIBUTION
PER ISSUE

FALL, WINTER, SPRING EDITIONS (GTA)

— Distributed to select neighbourhoods in the Greater Toronto area through The Globe & Mail newspaper.

SUMMER EDITION (MUSKOKA) —

Hand delivered in print to the cottages of Muskoka's most exclusive lakes through Hideaways lifestyle magazine.

Additional travel trade distribution with Canadian Travel Press.

Bi-weekly newsletter to subscriber base.

Audience

- Empty nesters with disposable income
- Multi-generational travellers
- Well informed, well researched adventure seekers
- Most likely to purchase through a travel advisor or supplier

Curated Content

- Luxury travel inspiration
- Aspirational travel stories
- Niche experiences
- Bucket list travel & bragging rights!

Strategic Marketing Outcomes

Consumer Focused Branding Destination Promotion

Niche Targeting Product/Brand Positioning Call to Action Lead Generation



OFFSHORE
MEDIA KIT ▶



READ NOW ▶

With hand-delivery in print to the cottages of Muskoka's most exclusive lakes, and targeted distribution to select neighbourhoods in the Greater Toronto Area, it's no wonder **OFFSHORE** has received rave reviews from readers and advertisers alike.

Unparalleled in its production quality and targeted, vertical market distribution, **OFFSHORE** brings its readers the latest in upmarket travel style and engages consumers with significant discretionary income and the influence to choose featured products and services.

OFFSHORETRAVELMAGAZINE.COM ▶

47,200
AVERAGE DISTRIBUTION
PER ISSUE

A CELEBRATION
OF GLOBAL
GASTRONOMY

WHAT'S COOKING

- Unique, novel, and adventurous culinary experiences
- Exploring destinations through cuisine and beyond
- Cultural culinary experiences
- Celebration of local food and traditional cooking

Strategic Marketing Outcomes

Consumer Focused | Branding | Destination Promotion

Product/Brand Positioning | Niche Targeting | Call to Action | Lead Generation



CULINARY
MEDIA KIT ▶



READ NOW ▶

A fusion of captivating narratives and visually stunning imagery, **CULINARY TRAVELS** captures the essence of culinary masterpieces from around the world. Whatever your story is, we'll help you tell it.

CULINARY TRAVELS is distributed in print to The Globe and Mail subscribers in the Greater Toronto and Greater Vancouver Areas, coupled with Canada's foremost national digital trade distribution via Canadian Travel Press.

TRAVELPRESS.COM/CULINARY-TRAVEL ▶



ON DEMAND
TRADE
DIGITAL

Reach the right travel trade inboxes, cost-to-coast-to-coast.

19,483
QUALIFIED
SUBSCRIBERS

27%
Average Open Rate
within first 24 hours

DRIVE TRAFFIC WITH...

- Supplier sales incentives
- Fams and workshops
- Special promos
- Education opportunities

Strategic Marketing Outcomes

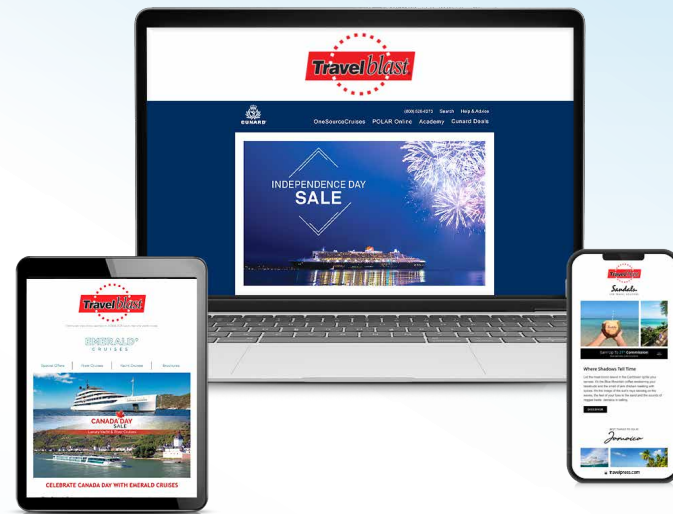
- Announcements
- Call to Action
- Brand/Product Positioning
- Database Building
- Education and Training
- New Product



RATES &
DESIGN SPECS ▶



REQUEST
PROPOSAL



SUBSCRIBE ▶

TravelBlast is a first-rate, subscriber-based, e-mail marketing, product and information service. Build brand awareness and drive traffic to your website with targeted email campaigns and engaging calls to action.

33,000
MONTHLY UNIQUE
VISITORS

TRAVEL AND
TOURISM
PROFESSIONALS

CORE FEATURES

- News updates in real-time
- Easy access to all Baxter Media products
- People movement: who is where & doing what
- Conference & trade show information & coverage
- One-stop-shop for information

Strategic Marketing Outcomes

Brand Awareness Strategic Promotions Education Specialist Programs
News Appointments Achievements Travel Professional Engagement



RATES &
DESIGN SPECS ▶



SUBSCRIBE ▶

TravelPress.com is the media hub for Canadian travel advisors, filled with captivating articles, vibrant imagery, and the industry news travel professionals crave. Updated daily with news, breaking news and informed analysis, TravelPress.com offers a variety of influential solutions that showcase advertisers in an unparalleled, powerful way.

Combined with the highest standards of design features, technology markers and the best industry serving content, TravelPress.com places the Canadian travel trade firmly at your fingertips.

TRAVELPRESS.COM ▶

19,877

DIRECT E-DELIVERY TO SUBSCRIBED
TRAVEL PROFESSIONALS

NEED-TO-KNOW

- Up-to-date news & daily insights
- Breaking news as it occurs
- People movement: who is where & doing what
- Event coverage
- Commissions & incentives
- New supplier products
- People & pictures

Strategic Marketing Outcomes

Brand Awareness | Strategic Promotions | Education | Specialist Programs

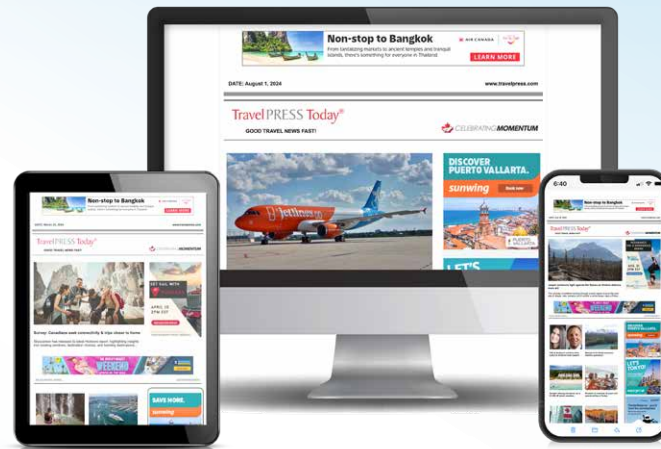
News | Upcoming Events | Achievements



RATES &
DESIGN SPECS ▶



REQUEST
PROPOSAL



SUBSCRIBE ▶

TravelPRESSToday e-newsletter keeps readers informed with the latest industry news and important updates. News, product releases, issues in brief, appointments and much more.

TRAVELPRESS.COM ▶



“Inspiring Innovation”



The Agents’ Choice Readership Survey – for 25 years, travel agents across Canada have had the unique opportunity to choose their ‘Favourites’ in the AGENTS’ CHOICE Readership Survey, which puts the spotlight on leaders in travel categories including Tour Operators, Cruise Lines, Airlines, Tourist Boards, and many more.

Sponsorship opportunities available. Be in front of the travel agent community as they vote for their favourites.

Strategic Marketing Outcomes

- Brand Awareness
- Industry Authority
- Thought Leadership
- Travel Agent Loyalty
- Market Research
- Sponsorship Recognition



SPONSORSHIP OPPORTUNITIES ▶



TRAVELPRESS.COM/ACA-2024 ▶



“Inspiring Innovation”

The Agents' Choice Awards Gala – a dazzling annual affair, brings the industry together for an evening of celebration and style. Over 450 attendees, including industry executives, favourite BDM's, and travel agents from coast to coast, celebrate the industry favourites as voted in 40+ categories. The next Agents' Choice Awards Gala will be held on June 19, 2025 at Toronto's historic Carlu.

Sponsorship opportunities are available to participate in the travel industry's signature event of the year.

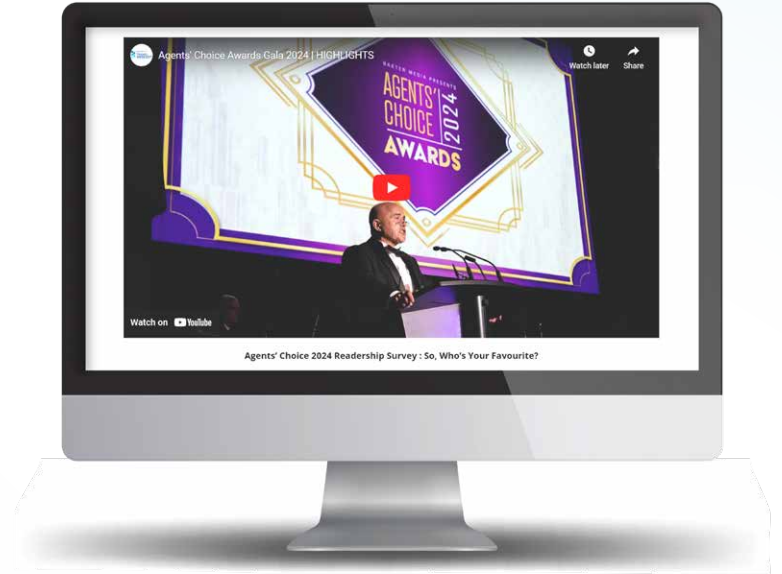
Strategic Marketing Outcomes

- Brand Awareness
- Industry Authority
- Thought Leadership
- Travel Agent Loyalty
- Market Research
- Sponsorship Recognition



SPONSORSHIP OPPORTUNITIES ▶

WATCH THE 2024 HIGHLIGHTS



TRAVELPRESS.COM/ACA-2024 ▶

TRAVEL WEBCASTS move well beyond industry standards in terms of reach and engagement. Each Webcast includes the development of a custom, multi-platform promotional approach, curated by you, and crafted by our team of experts. We promote, coordinate, manage and moderate all aspects of the campaign.

Each Webcast is simulcast to all major social media platforms with multiple follow-up promotions including dedicated highlight reels and post event communications.

131,000+
TOTAL REACH

TRAVEL ADVISORS
INDUSTRY PARTNERS
DECISION MAKERS

Promoted via TravelBlast, TravelPress.com, TravelCourier.ca, TravelPRESSToday, and social media.

Strategic Marketing Outcomes

Database Building | Recruitment & Hiring | Education and Training

Brand Awareness | Relationship Building | Travel Professional Awareness



WEBCAST
MEDIA KIT ▶



RATES &
DESIGN SPECS ▶



REQUEST
PROPOSAL

4 PHASES OF A TRAVEL WEBCAST

1. Discover: One-on-one vision planning & support

2. Generate Buzz: Up to four weeks pre-webcast promotion

3. GO LIVE



Live-streamed to all major social media platforms.

4. Cultivate Engagement: Post-webcast promotion & analytics

TRAVELPRESS.COM/TRAVEL_WEBCAST ▶

CONTESTS BY TRAVEL COURIER®

ON DEMAND
TRAVEL TRADE

Work with our team to build a powerful incentive including custom promotions, flexible timelines and engaging content development.

ENGAGE YOUR AUDIENCE

Travel Courier ensures your contest is a WIN, using a variety of promotional vehicles available only with Baxter Media...

- Feature articles and banner placements on TravelCourier.ca
- Dedicated listing on TravelCourier.ca contests page
- TravelBlast e-flyers
- Baxter Media social media channels
- Placement in the Print & Digital editions of Travel Courier
- Travel Courier digital newsletter
- Winner announcements in the subsequent issue of Travel Courier, and online at TravelCourier.ca

Strategic Marketing Outcomes

Announcements Database Building Niche Targeting

Specialist Program Training Brand/Product Positioning Call to Action



EDITORIAL
CALENDAR ▶



RATES &
DESIGN SPECS ▶



Contests generate high exposure, value and engagement. Entirely customizable, each contest includes a variety of promotional vehicles, editorial content, entry form development, and all moderation, completely tailored to your requirements.

Let Baxter Media develop a unique marketing solution to fit your objectives. Bring your ideas to realization by utilizing our expertise, innovative abilities and forward thinking, delivering the results you are seeking.

INDUSTRY BENCHMARK

3 to 6 times*
 MORE LEADS PER DOLLAR SPENT AND UP TO
6 TIMES HIGHER CONVERSION RATES

**Source: Content Marketing Institute and HubSpot*

Strategic Marketing Outcomes

- Trade/Consumer Focused Branding
- Education Destinations
- Niche Targeting
- Product/Brand Positioning
- Call to Action
- Lead Generation
- Customer Acquisition
- Strategic Promotions
- Education



Custom Publishing – Filled with ideas but lacking manpower? Our professional editorial and production staff are here to weave your ideas into effective, eye-catching supplements that resonate with readers and cultivate brand awareness. Built with long-term impact in mind, our custom supplements are regularly bookmarked and kept close-at-hand as a point of reference. Choose from multiple, targeted distribution channels in print and digital formats, to both trade and consumer audiences.



11 years of introducing the next generation of travel professionals

Sponsor the only travel & tourism student mentoring program of its kind in Canada.

The Baxter Student Ambassador Program (BSAP) partners with 19 universities and colleges across the country and connects with thousands of students in tourism & hospitality programs. The program works to encourage young people to get involved in the travel industry, foster networking opportunities, provide mentors for the next generation of travel professionals and to cultivate engagement.

20,000+ STUDENTS REACHED IN THE FIRST 10 YEARS OF BSAP

...and we're just getting started

Strategic Marketing Outcomes

- Brand Loyalty and Awareness | Sponsorship Recognition | Education | Partnerships | Recruitment and Hiring | Internship Opportunities | Mentoring Opportunities

BECOME A PARTNER



BSAP MEDIA KIT ▶



READ NOW ▶

Made possible by partners committed to the next generation of industry leaders, BSAP partners receive prominent, multi-faceted trade and student facing recognition, designed to drive newfound brand loyalty, and reaffirm the dedication of each partner to the legacy of the travel industry.

BAXTERAMBASSADORS.COM ▶



BAXTERMEDIA
Your partner in travel

Phone: **416-968-7252** • E-mail: **sales@baxter.net** • **www.travelpress.com**