



# CULINARY TRAVELS

• COOKBOOK SERIES •

Media Kit 2025



BAXTERMEDIA

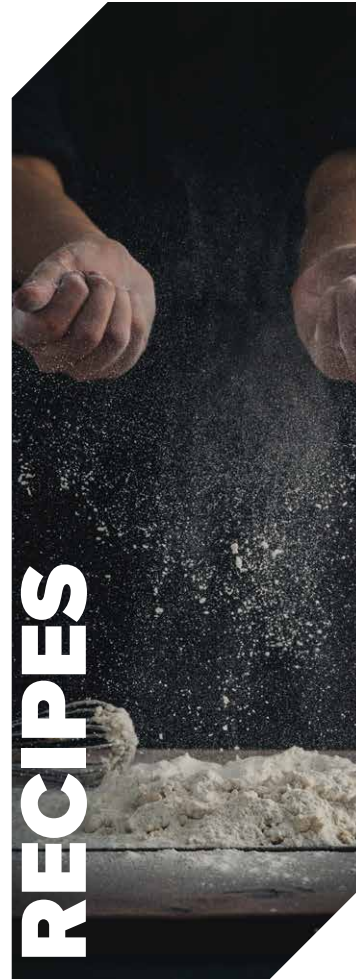




From the producers of *OFFSHORE*, *CULINARY TRAVELS* is an epicurean celebration of global gastronomy. Through thoughtful storytelling and striking imagery, *CULINARY TRAVELS* is a diversified collection of compelling food writing and memoirs, authentic recipes and enthralling interviews with culinary visionaries whose creativity knows no bounds.

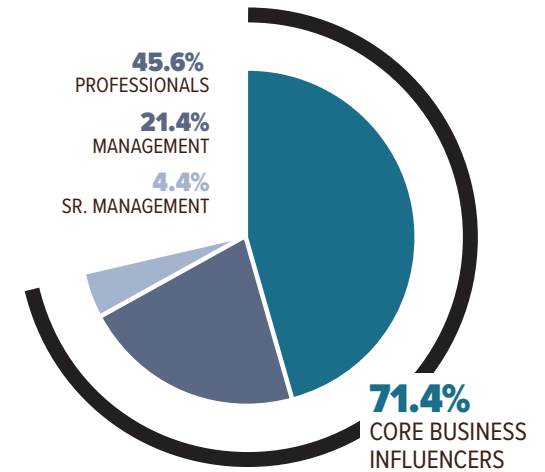
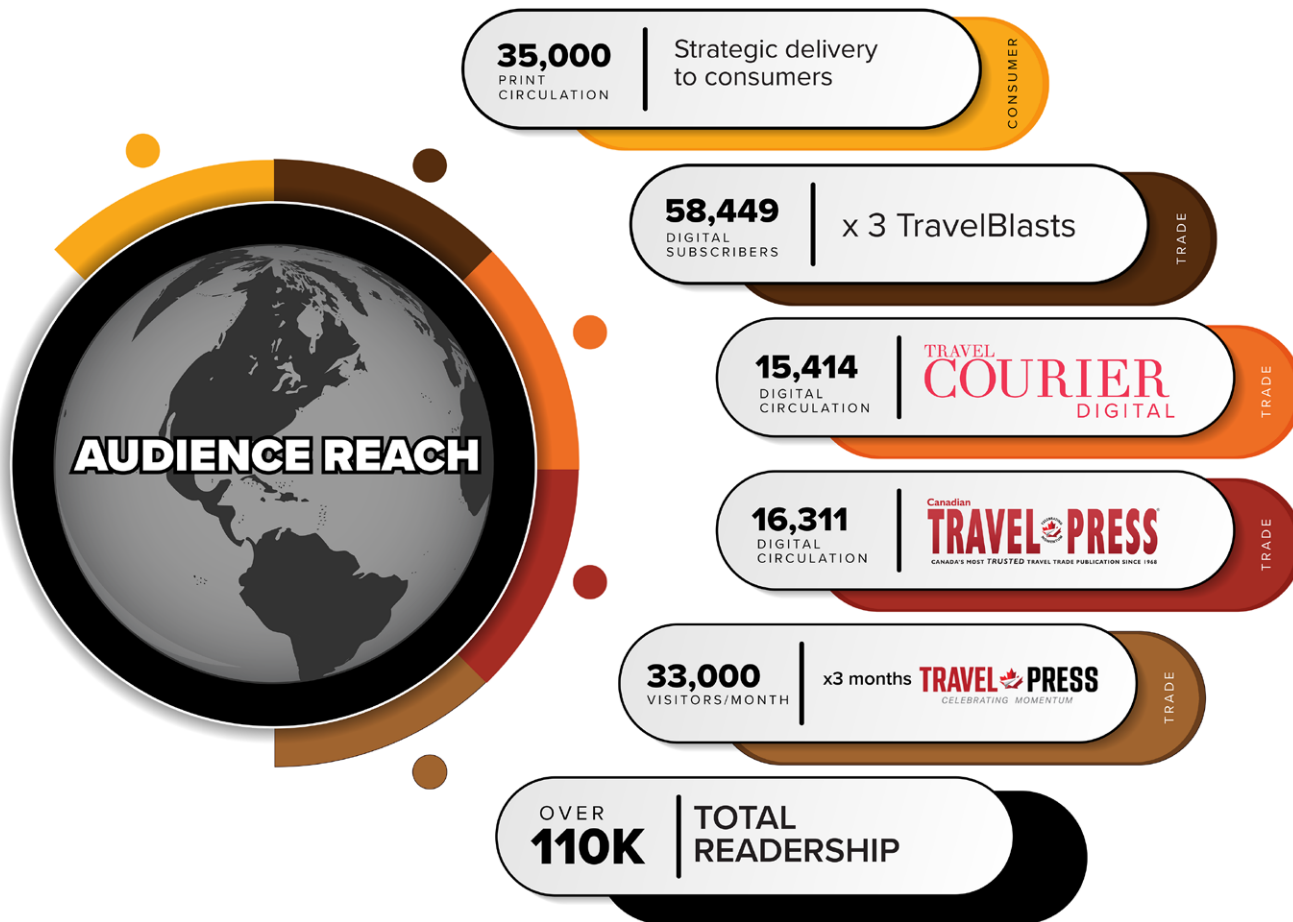
At *CULINARY TRAVELS*, the art of indulgence converges with sophisticated culinary experiences. Our journalists are on a relentless pursuit to share bona fide gastronomic adventures from around the world, introducing you to renowned chefs, groundbreaking culinary trends, and the faces and places that make each destination exceptional.

Driven by the force of words, **CULINARY TRAVELS'** content is a fusion of captivating narratives and visually stunning imagery that captures the essence of each culinary masterpiece, as illustrated to us from around the world. Whatever your story is, we'll help you tell it.





Meet Canada's most affluent city-dwellers, key influencers, and top decision-makers. **CULINARY TRAVELS** is distributed in print to Globe and Mail subscribers in prestigious areas in the Greater Toronto and Metro Vancouver areas, and nationally in digital format to dedicated travel professionals.



**#1 reach to high income households**

We are **48%** more likely to attract affluent Canadians with a HHI of \$200k+

Source: <https://globelink.ca/>

*\*Distribution metrics subject to change based on industry conditions.*



DISPLAY ADS



◀ **Double-Page Spread:**  
Large format ads allow for eye-catching visuals and bold headlines.  
*Client-supplied creative.*

PRICE  
**\$9,495** NET



◀ **Full-Page Ad:**  
Grab the reader's attention with a captivating call-to-action.  
*Client-supplied creative.*

PRICE  
**\$4,995** NET





## FOOD ESSAY + WEB



◀ **Food essay:** Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply 7-10 high resolution images (1MB or higher).



◀ **Food essay feature** on the culinary section of TravelPress.com for three months

◀ **Square banner** on the culinary section of TravelPress.com for three months

PACKAGE PRICE  
**\$9,995** NET



**3 PAGE PACKAGE**

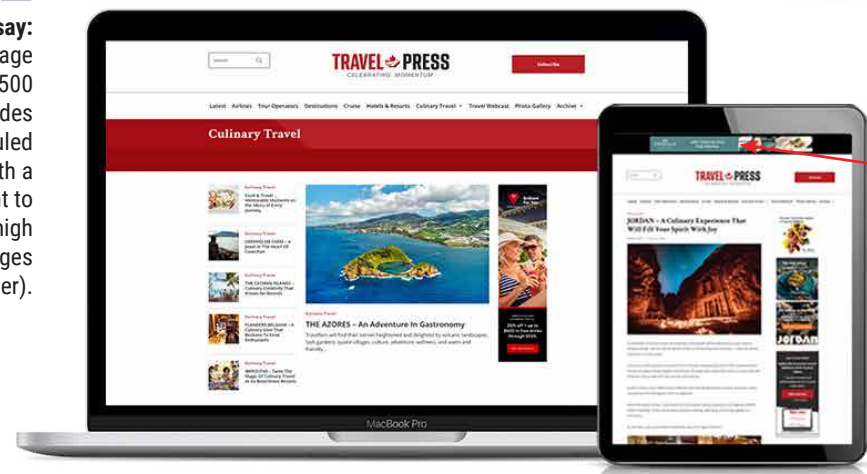
**FOOD ESSAY + RECIPE + WEB**



**Food essay:** Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply 7-10 high resolution images (1MB or higher).



**Recipe:** Single page at 250 words max; includes one (1) client supplied recipe and 3-5 high resolution images (1MB or higher).



**Food essay feature** on the culinary section of TravelPress.com for three months

**Leaderboard banner** on the culinary section of TravelPress.com for three months

PACKAGE PRICE  
**\$13,495** NET





**4**  
**PAGE**  
**PACKAGE**

## FOOD ESSAY + RECIPE + DISPLAY AD + WEB



**Food essay:** Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply 7-10 high resolution images (1MB or higher).



**Recipe:** Single page at 250 words max; includes one (1) client supplied recipe and 3-5 high resolution images (1MB or higher).

**Full page ad**



**Food essay feature** on the culinary section of TravelPress.com for three months

**Skyscraper banner** on the culinary section of TravelPress.com for three months

PACKAGE PRICE

**\$16,995** NET



## Spring 2025 Issue

**Editorial Features**  
March 15, 2025

**Advertising**  
March 22, 2025

**Publication Date**  
April 21, 2025

## Fall 2025 Issue

**Editorial Features**  
September 12, 2025

**Advertising**  
September 19, 2025

**Publication Date**  
October 20, 2025

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## MATERIAL SPECIFICATIONS





**BAXTERMEDIA**  
Your partner in travel