



CULINARY TRAVELS

• COOKBOOK SERIES •

Media Kit **2024**



BAXTERMEDIA



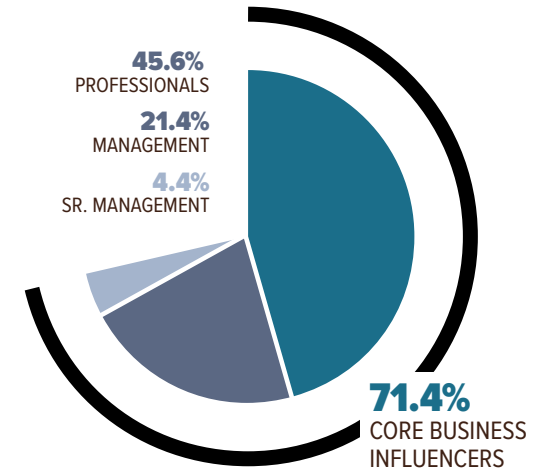
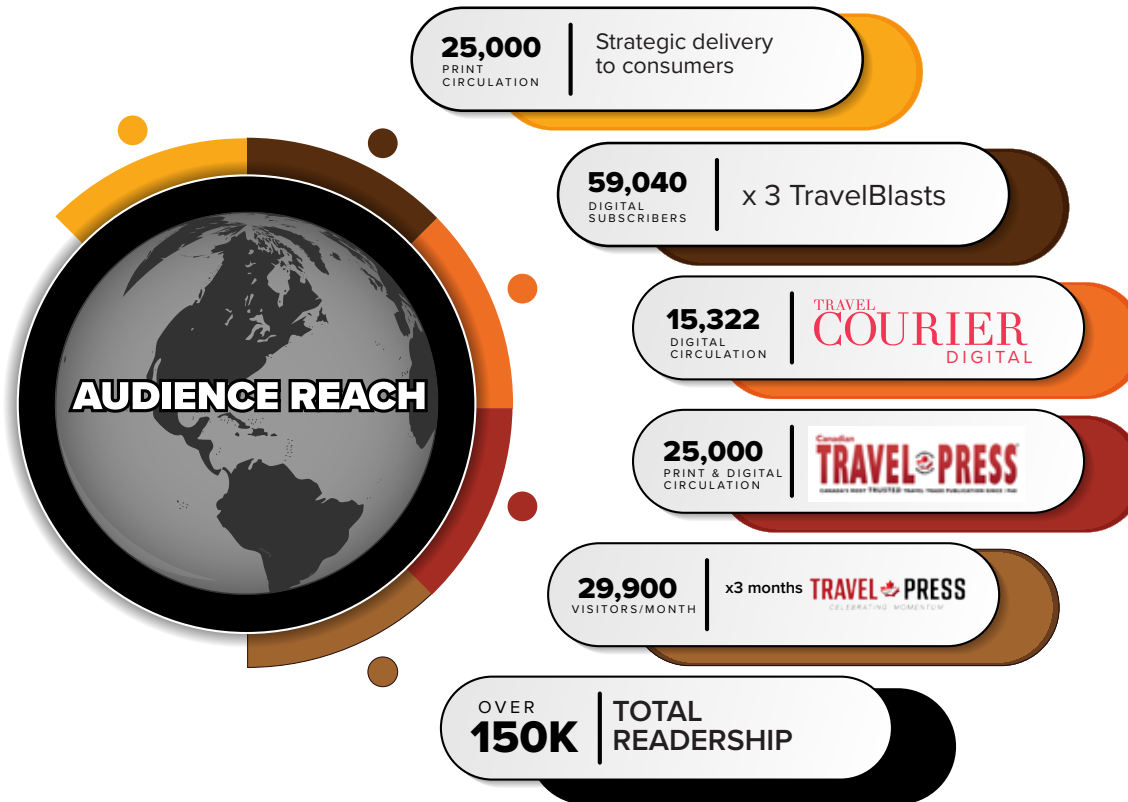
From the producers of *OFFSHORE*, *CULINARY TRAVELS* is an epicurean celebration of global gastronomy. Through thoughtful storytelling and striking imagery, *CULINARY TRAVELS* is a diversified collection of compelling food writing and memoirs, authentic recipes and enthralling interviews with culinary 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. The **CULINARY TRAVELS'** cookbook series is distributed to Globe and Mail subscribers in prestigious areas in the Greater Toronto Area.



#1 reach to high income households

We are **34%** more likely to attract affluent Canadians with a HHI of \$200k+

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



▲ Food essay: Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply five (5) high resolution images (1MB or higher).



▲ Recipe: Single page at 250 words max; includes one (1) client supplied recipe and up to three (3) 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

\$11,495 NET



PAGE PACKAGE



▲ Food essay: Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply five (5) high resolution images (1MB or higher).



▶ Recipe: Single page at 250 words max; includes one (1) client supplied recipe and up to three (3) 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
\$8,985 NET



PAGE PACKAGE



◀ Food essay: Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply five (5) 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
\$6,495 NET



TRADITIONAL ADVERTISING OPTIONS

STANDALONE



Double-Page Spread:
\$6,495



Full Page:
\$3,495

ADD-ON*



Double-Page Spread:
\$5,995



Full Page:
\$2,995

*Include a traditional display ad with any custom content package at a reduced rate.

All rates net

SPRING 2024

Editorial Features
March 22, 2024

Advertising
March 29, 2024

Publication Date
April 22, 2024

Fall 2024

Editorial Features
September 13, 2024

Advertising
September 20, 2024

Publication Date
October 14, 2024

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Your partner in travel

