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| mediakit



Our Story

Baxter Media is the travel industry's most sought-after source of innovation, knowledge and solutions; bringing the world to Canada and Canada to the world.

With a 70-year history in an industry we helped pioneer, Baxter Media pushes beyond the boundaries of publishing by utilizing a variety of print, digital, interactive, and online media to reach our audiences. Our approach is Canada-wide, promising to provide all our audiences with the most relevant, exciting, and compelling content they can use to inspire travellers. The most trusted source of travel news and information in Canada, working with Baxter Media gives you the unique opportunity to leverage our expertise, resources and relationships to create content and solutions that are relevant, valuable, and address the industry's changing needs, and help you reach your marketing goals.



OUR REACH

Canadian Travel Press

- Travel Trade - Print & Digital
- 24,880 Subscribers (16,230 Digital, 8,650 Print)
- Readership per issue: 42,180

Travel Courier

- Travel Trade - Print & Digital
- 24,522 Subscribers (15,322 Digital, 7,200 Print)
- Readership per issue: 36,922

OFFSHORE – travel at its finest

- Consumer & Travel Trade - Print & Digital
- 41, 230 Subscribers (25,000 print, 16,230 digital)
- Readership per issue: 80,000



TravelBlast

- Travel Trade - Digital
- 19,680 Subscribers

TravelPress.com

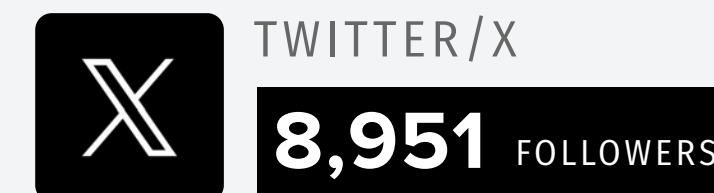
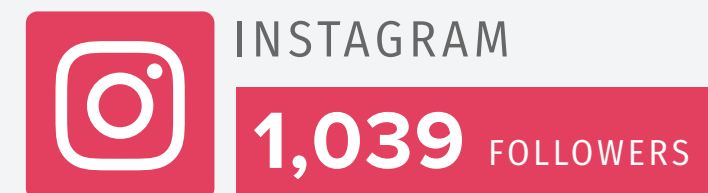
- Travel Trade - Online
- 29,900 Unique Visitors per month

Press Today

- Travel Trade - Digital & Online
- 18,565 Subscribers

Culinary Travels Cookbook Series

- Consumer & Travel Trade - Print & Digital
- 41, 230 Subscribers (33,650 print, 16,230 digital)
- Readership per issue: 117,180



Products & Services

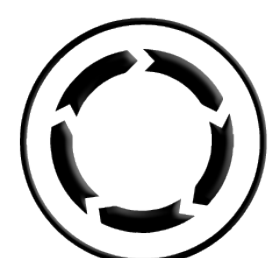
- Canadian Travel Press
- Travel Courier
- OFFSHORE – travel at its finest
- Culinary Travels Cookbook Series
- TravelBlast
- TravelPress.com
- PRESS Today
- Agents' Choice Survey & Awards Gala
- Travel Webcast
- Contests
- Baxter Student Ambassador Program



Canadian Travel Press has been the trusted and authoritative voice of Canada's travel industry for five and a half decades. During that time, it has built a reputation as being a fair and reliable source of information for Canada's travel industry. In terms of content, CTP takes a big picture view of the world of travel and tourism and 90% of the stories appearing in CTP are original – airlines, technology, trends and issues, travel advisor concerns, responsible/sustainable travel, Indigenous tourism, destinations, cruise lines, associations, and more tell their stories in the pages of the magazine through interviews with Baxter's experienced and respected editors. Frequency: Bi-weekly, print and digital flip-book.

Strategic Marketing Outcomes: Branding, Milestones, Announcements, Destinations, Niche Targeting, Product/Brand Positioning, Call to Action, Relationship Building and News

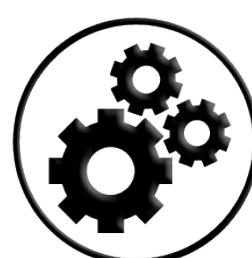
Links below for more information



CIRCULATION



EDITORIAL
CALENDAR



MATERIAL
SPECIFICATIONS



RATES





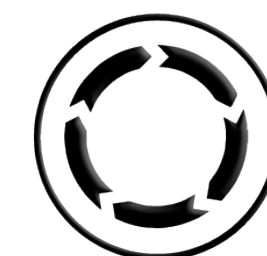
TRAVEL COURIER®

Travel Courier is a unique approach to reading and interacting with the Travel Courier brand. The content comes alive in this hybrid edition of a print (one issue per month) and digital/web based (weekly) magazine that features interactive components such as video, training and live chats in an easy to navigate format.

Travel agent focussed sections make it easy for professionals to get the information and tools they need to be successful. This includes a marketplace for Contests, Fam Trips, Webinars, Podcasts, Careers and more. Frequency: Weekly, digital web based. Monthly, print and digital flip-book as well as web magazine. Email notification to subscribers to alert them to new weekly issue.

Strategic Marketing Outcomes: Announcements, Call to Action, Recruitment and Hiring, Sustainability, Responsible Travel & Tourism, Contests & Incentives and News

Links below for more information



CIRCULATION



EDITORIAL
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MATERIAL
SPECIFICATIONS



RATES

OFFSHORE

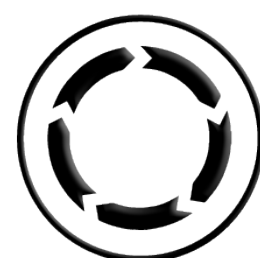
TRAVEL AT ITS FINEST

OFFSHORE – travel at its finest is a luxury travel magazine, delivering the best in aspirational travel to a highly targeted audience of Canada’s most affluent consumers.

First and foremost OFFSHORE is a print product and since its arrival to Muskoka cottage docks, it has received rave reviews from both readers and advertisers. Unparalleled in its production quality and targeted, vertical-market distribution, OFFSHORE brings its readers the latest in upmarket travel style, and engages those with significant discretionary income and the influence to choose featured products and services. OFFSHORE’s publishing schedule is 4 times per year. Spring, Fall and Winter editions are distributed to select neighbourhoods through the Globe and Mail (25,000 plus), Canada’s most influential daily newspaper and the Summer edition is distributed through Hideaways Magazine in Muskoka (30,000 plus) and surrounding areas to homeowners’ docks and at upscale retailers.

Strategic Marketing Outcomes: Consumer Focused, Branding, Destinations, Niche Targeting, Product/Brand Positioning, Call to Action, Lead Generation, Customer Acquisition

Links below for more information



CIRCULATION



MEDIA KIT



CULINARY TRAVELS

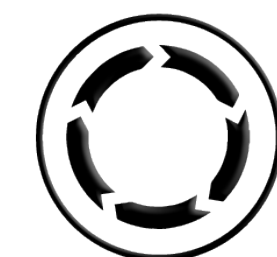
• COOKBOOK SERIES •

Culinary Travels Cookbook Series - Appealing to well-travelled connoisseurs and homegrown patrons alike, our Culinary Travels Cookbook Series reaches high-end explorers and reputable travel professionals who crave remarkable getaways and great food.

Published biannually in Spring and Fall, the Culinary Travels Cookbook Series receives targeted print distribution to over 25,000 affluent households via the Globe & Mail, and distribution in print & digital formats to over 25,000 travel professional subscribers of Canadian Travel Press and Travel Courier. Each edition captures Traditional, Modern, Sophisticated, Authentic, and Iconic approaches to cuisine, and the impact food has on travel. Frequency: Biannually, print and digital flip-book.

Strategic Marketing Outcomes: Consumer Focused, Branding, Destinations, Niche Targeting, Product/Brand Positioning, Call to Action, Lead Generation, Customer Acquisition

Links below for more information



CIRCULATION



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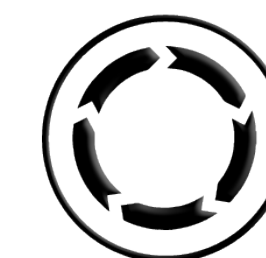


TravelBlast is a first-rate, subscriber-based, e-mail marketing, product and information service. Supports brand awareness campaigns. Frequency: On demand, up to five times daily

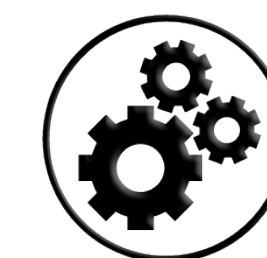
TravelBlast drives a call to action and traffic to your website.

Strategic Marketing Outcomes: Announcements, Call to Action, Brand/Product Positioning, Database Building, Education and Training and News

Links below for more information



CIRCULATION



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SPECIFICATIONS



RATES

TRAVEL 55 PRESS

HOME OF CANADIAN TRAVEL PRESS

TravelPress.com is the one-stop-shop for news, views, calendar of events, surveys, fairs, bulletin boards and contests unique to the site. It is updated daily with news, breaking news and informed analysis. TravelPress.com's brand new updated and revised site combines the highest standards of design features and technology markers with the best industry-serving content including news, destination features, Agents' Choice Survey and Awards, and upcoming Baxter events.

Frequency: Daily with regular updates.

Strategic Marketing Outcomes: Brand Awareness, Strategic Promotions, Education, Specialist Programs, News, Appointments, Achievements

Links below for more information



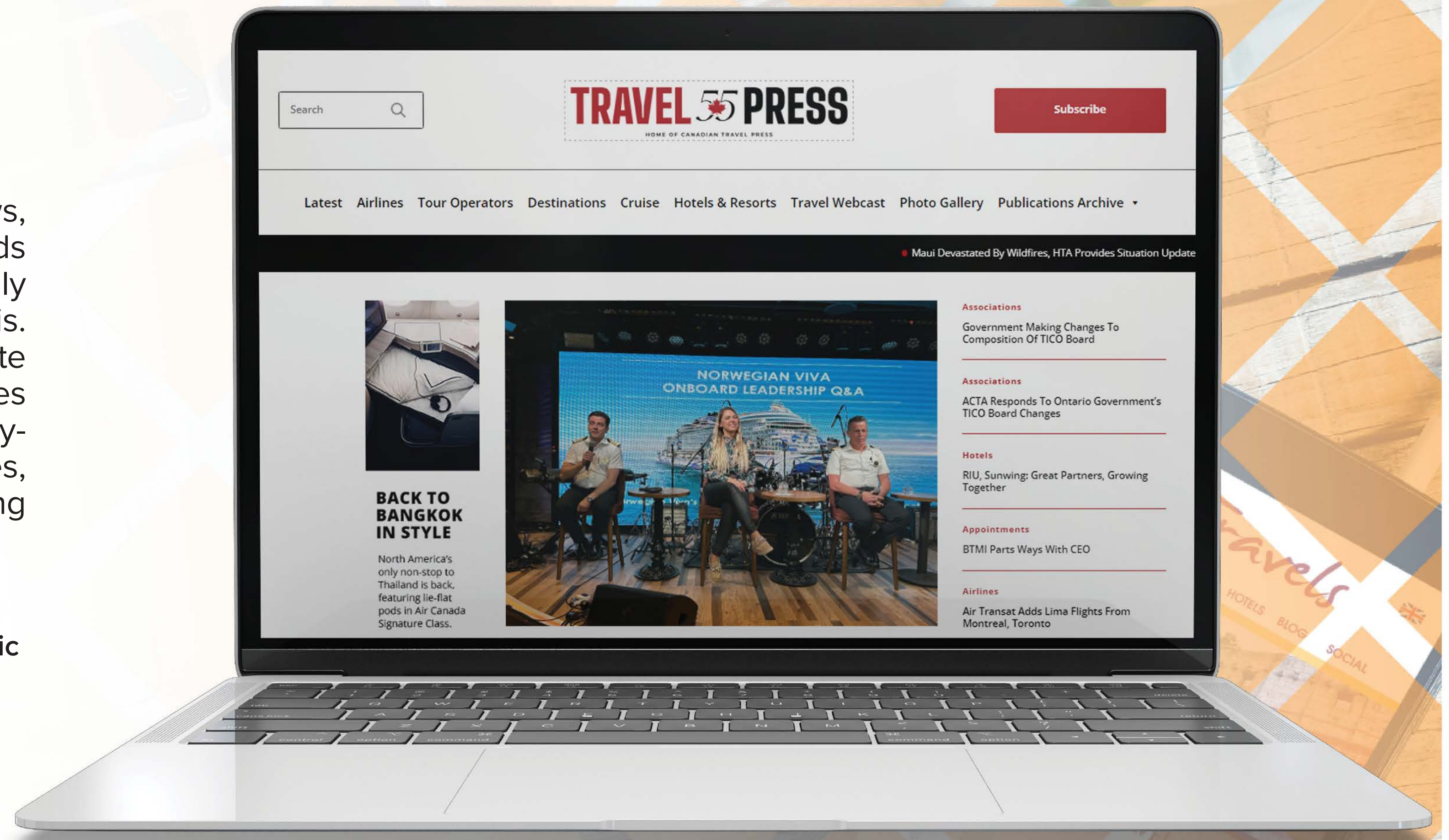
AUDIENCE

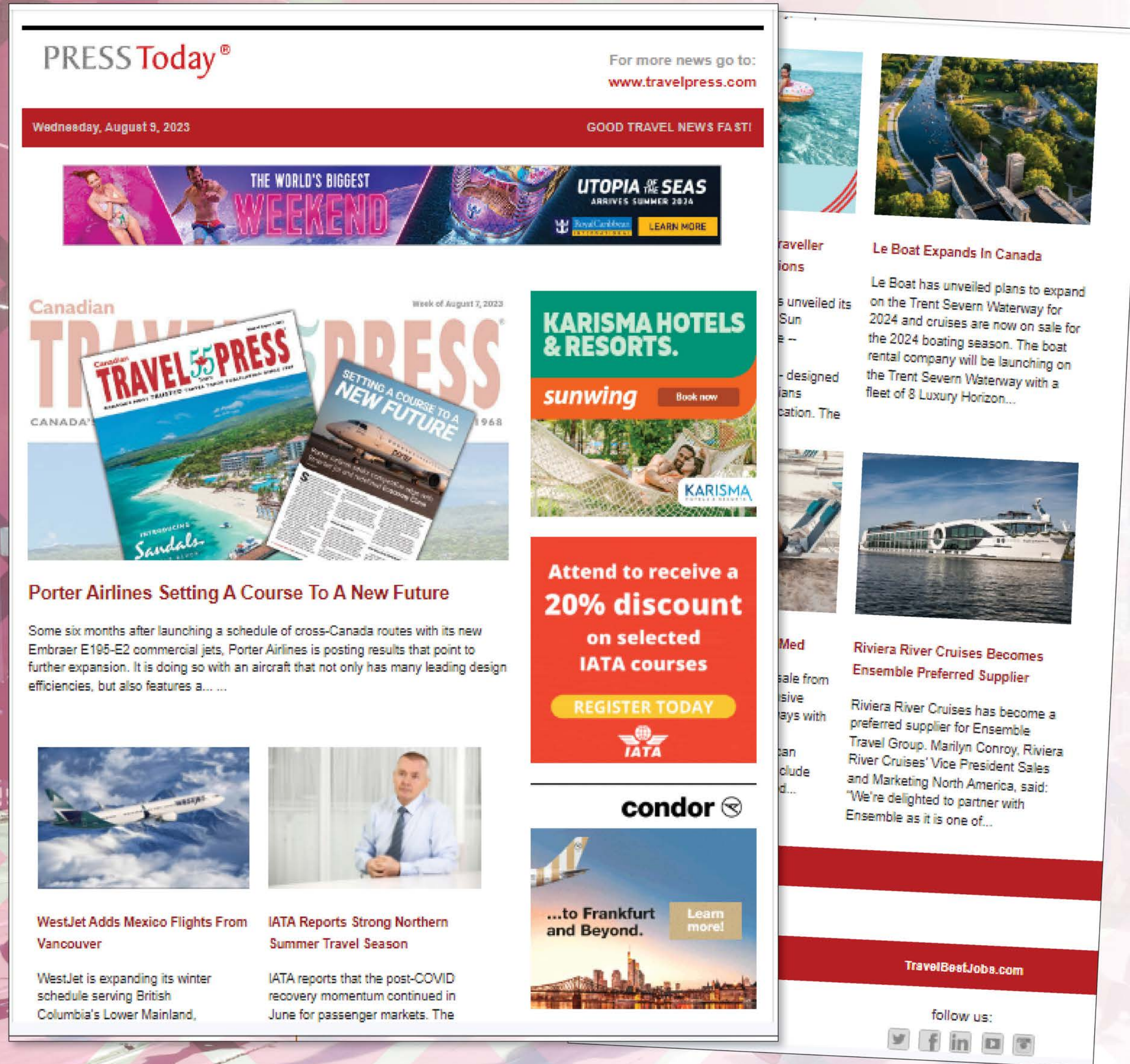


MATERIAL
SPECIFICATIONS



RATES





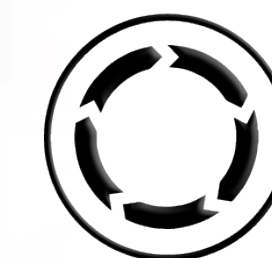
PRESS Today®

GOOD TRAVEL NEWS FAST!

PRESSToday e-newsletter provides travel trade readers/subscribers with the latest news and need-to-know information from Mon. to Fri. each week. News, new product releases, issues in brief and much more. Frequency: Daily plus Breaking News, emailed daily to subscriber base.

Strategic Marketing Outcomes: Brand Awareness, Strategic Promotions, Education, Specialist Programs, News, Upcoming Events, Achievements

Links below for more information



CIRCULATION



MATERIAL
SPECIFICATIONS



RATES

AGENTS' CHOICE

READERSHIP SURVEY

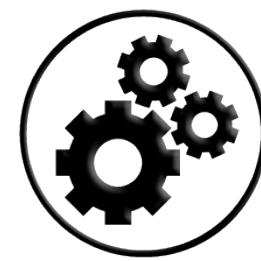
The Agents' Choice Readership Survey – now in its 24th year of publication is the one and only Canadian travel industry survey that let's Canadian travel advisors pick their favourite suppliers. There are more than 40 award categories that highlight the agency community's top 10 favourites along with the number 1 choice. Regional breakdowns are calculated as well. The Agents' Choice Survey Results are published in a special issue and released first at the Agents' Choice Awards Gala in June before being distributed to the CTP and TC subscribers. Voting opens in January and closes in April.

Strategic Marketing Outcomes: Brand Awareness, Industry Authority, Thought Leadership, Travel Agent Loyalty, Market Research, Sponsorship Recognition

Links below for more information



SPONSORSHIP
OPPORTUNITIES



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AGENTS' CHOICE GALA



Agents' Choice Awards Gala - A dazzling annual affair, brings the industry together for an evening of celebration and style. Over 400 attendees comprised of industry executives, top bdm's, and exceptional travel agents from coast to coast to coast applaud industry favourites in 40 categories. The next Agents' Choice Awards Gala will be held in June 2024

Strategic Marketing Outcomes: Brand Awareness, Industry Authority, Thought Leadership, Travel Agent Loyalty, Market Research, Sponsorship Recognition

Link below for more information



SPONSORSHIP
OPPORTUNITIES



Travel Webcast webinars are promoted online and through TravelBlasts and other Baxter media outlets and managed by Baxter's technology division. Baxter promotes, coordinates, manages, moderates and distributes the live recorded webinars through appropriate media outlets and hosts on the Baxter Media Youtube channel. The webinars are posted on TravelCourier.ca's Marketplace in addition to other Baxter Media outlets for viewing after the live segment. Our webinar platform can be customized to your branding.

Frequency: On demand.

Strategic Marketing Outcomes: Database Building, Recruitment and Hiring, and Education and Training, Brand Awareness, Relationship Building, Travel Agent Awareness

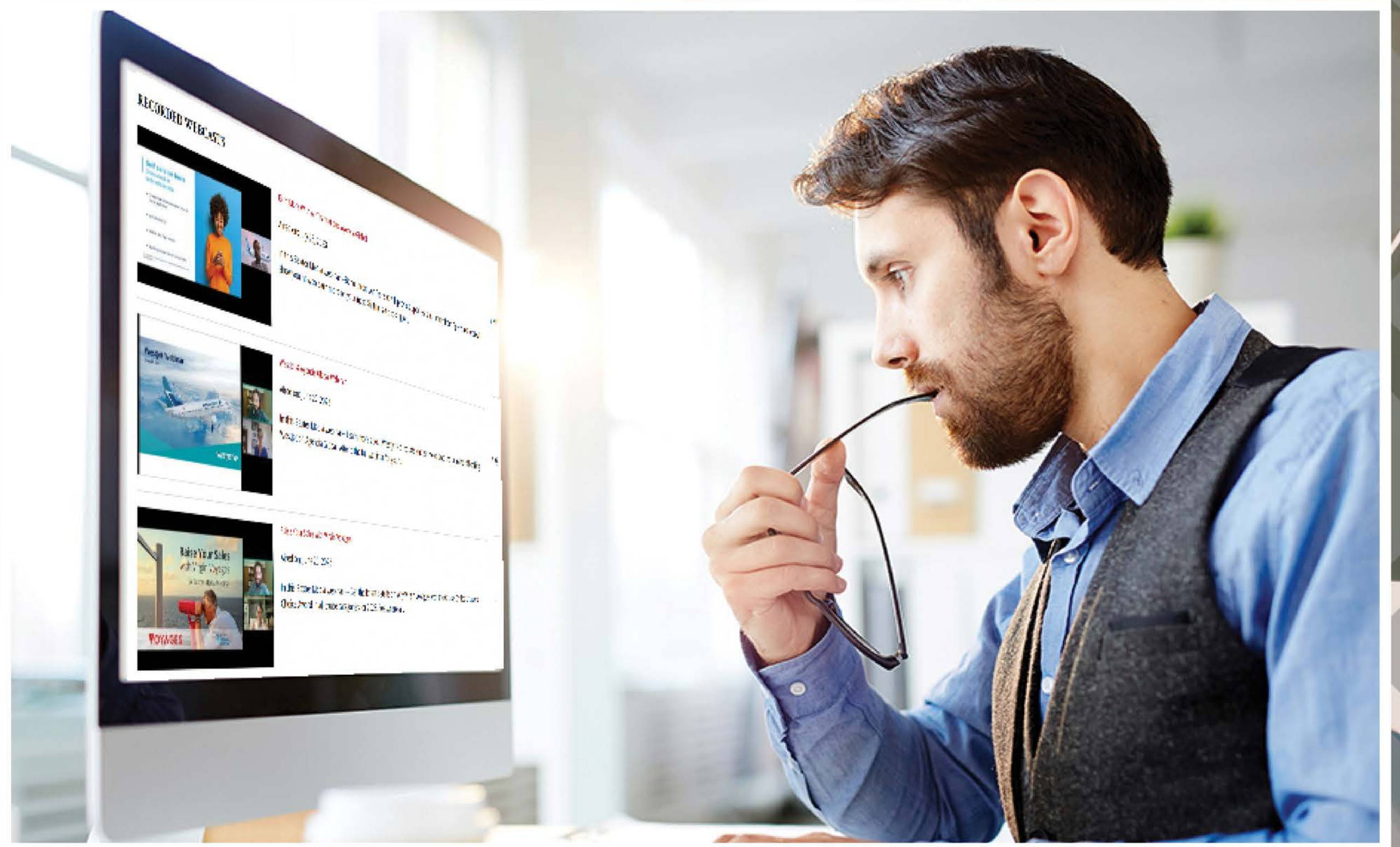
Links below for more information



AUDIENCE



RATES



CONTESTS

Contests in Canadian Travel Press and Travel Courier provide great exposure, value and reader engagement and have proven successful at launching and educating our readers on destinations, products and services. The contest features an outside front cover of the magazine, along with a full page cover story and a ballot. A subsequent issue will feature a full page ballot. Also included is ongoing digital coverage by our editors on the contest and exposure in the contest sections of our website travelpress.com, on Press Today and a series of TravelBlasts, dedicated emails and social media. Promoted online and through TravelBlasts and managed by Baxter Media.

Frequency: On demand

Strategic Marketing Outcomes: Announcements, Database Building, Niche Targeting, Specialist Program Training, Brand/Product Positioning and Call to Action

Links below for more information



CIRCULATION



EDITORIAL
CALENDAR



MATERIAL
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RATES





The Baxter Student Ambassador Program exists to:



ENCOURAGE



FOSTER



MENTOR



CULTIVATE

The Baxter Student Ambassador Program, in its 10th year, is the only travel & tourism student mentoring program of its kind in Canada. BSAP partners with 15 universities and colleges across Canada, connecting with thousands of students in the travel & tourism industry. BSAP exists to **ENCOURAGE** young people to get involved in the travel industry, **FOSTER** networking opportunities for graduating students, **MENTOR** the next generation of travel professionals and to **CULTIVATE** engagement in the travel industry. Becoming a BSAP partner demonstrates your commitment to supporting the next generation of travel industry leaders. Your ROI includes not only brand exposure to the BSAP website visitors and 45,000+ industry readers, but also brand loyalty from post-secondary students across Canada, as they enter the industry. Time frame - Sept to May. Engagement starts in January.

Strategic Marketing Outcomes: Brand Loyalty and Awareness, Sponsorship Recognition, Education and Learning Partnerships, Recruitment and Hiring, Internship and Mentoring Opportunities

Links below for more information



AUDIENCE



SPONSORSHIP
OPPORTUNITIES



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