

2020 EDITION

THE TRAVEL GUIDES TO CANADA

RATES AND DISTRIBUTION

NEW FOR 2020:
DISTRIBUTION
IN AAA OFFICES
IN THE U.S.A.

2020 TRAVEL GUIDE TO CANADA (CONSUMER)
2020 TRAVEL INDUSTRY GUIDE TO CANADA (TRAVEL TRADE)



THE TRAVEL GUIDES TO CANADA
are published by



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 15,000 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 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 in Britain, the U.S.A. and Canada.
- ▶ **THE TRAVEL GUIDE TO CANADA** is also sold worldwide as a digital magazine through zinio.com, the iTunes store, pocketmags.com and is available on pressreader.com.
- ▶ **CANADATRAVELGUIDES.CA** offers an interactive and informative website.



PRINT ADVERTISING RATES

Package price for consumer, travel trade and digital editions

DOUBLE PAGE SPREAD	\$ 12,900
FULL PAGE	\$ 8,950
1/2 PAGE	\$ 4,950
1/3 PAGE	\$ 3,950
1/4 PAGE	\$ 2,950
INSIDE FRONT COVER DPS	\$ 19,500
INSIDE FRONT COVER	\$ 14,900
PAGE 1	\$ 14,900
INSIDE BACK COVER	\$ 9,900
OUTSIDE BACK COVER	\$ 18,900

ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

2019/2020 WEBSITE 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. 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
A VIDEO BOX Size: 180 px x 135 px <i>Exclusive Position</i>	\$1,500	\$3,000	\$4,500
B BOX ADVERTISEMENT Size: 120 px x 80 px <i>Advertisers rotated</i>	\$ 500	\$1,000	\$1,500
C LEADERBOARD 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

2020 DISTRIBUTION

TOTAL COPIES: 90,000

CONSUMER DISTRIBUTION

80,000 COPIES

THE TRAVEL GUIDE TO CANADA

is being sold in over 15,000 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

for sale on zinio.com, the iTunes store, pressreader.com and pocketmags.com. Consumers can download the publication to their digital devices.

TRAVEL TRADE DISTRIBUTION

10,000 COPIES

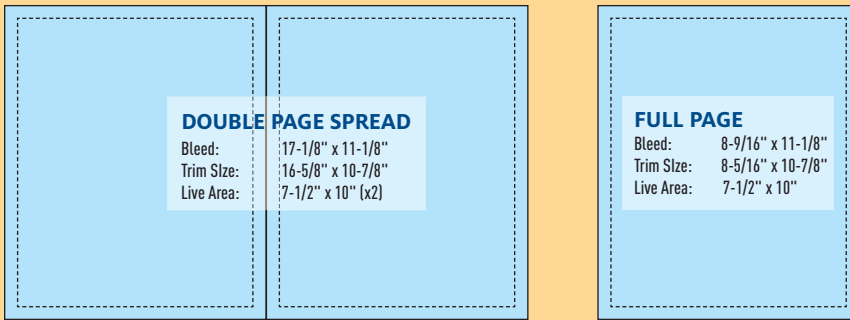
Distributed annually, free of charge, to travel industry professionals in Britain, the U.S.A. and Canada, the **TRAVEL INDUSTRY GUIDE TO CANADA** reaches travel agents, tour operators, incentive travel, meeting planners and tourism industry professionals.



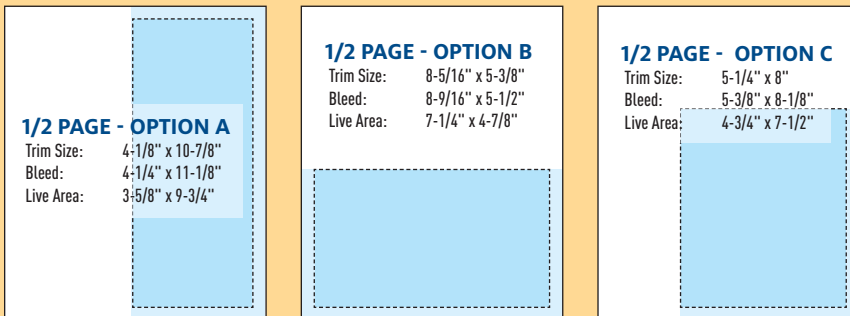
www.canadatravelguides.ca

AD DIMENSIONS

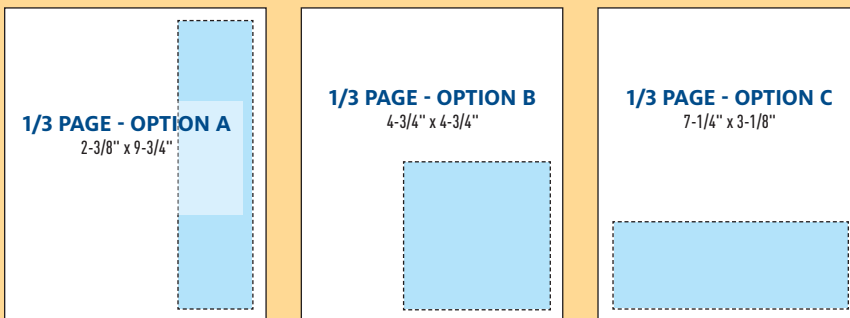
FULL PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



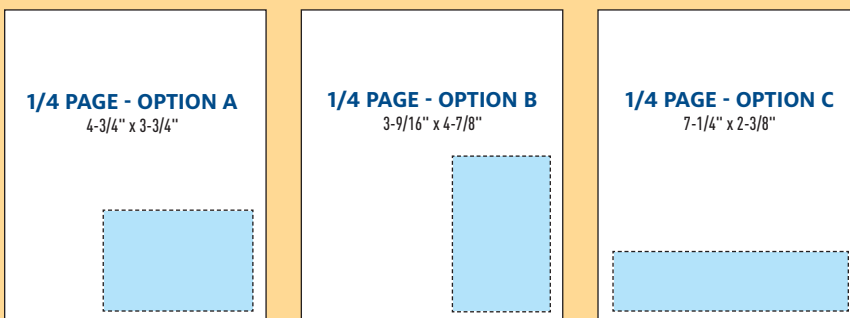
1/2 PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



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:

January 31, 2020

MATERIAL DUE DATE:

February 21, 2020

DISTRIBUTION DATE:

March/April, 2020

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

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Email: tigc@rogers.com or

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CANADA

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