



Culinary Travels

COOKBOOK SERIES

Media Kit 2025



BAXTERMEDIA



ABOUT US

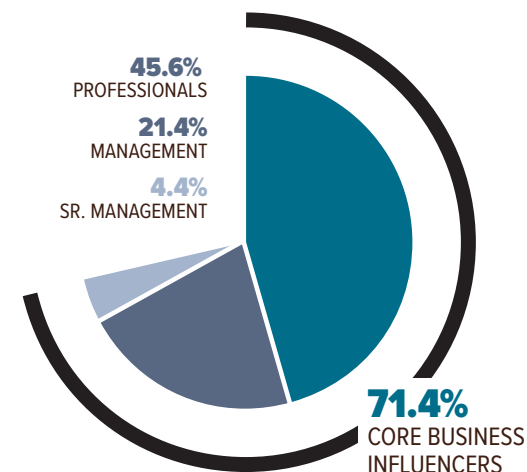
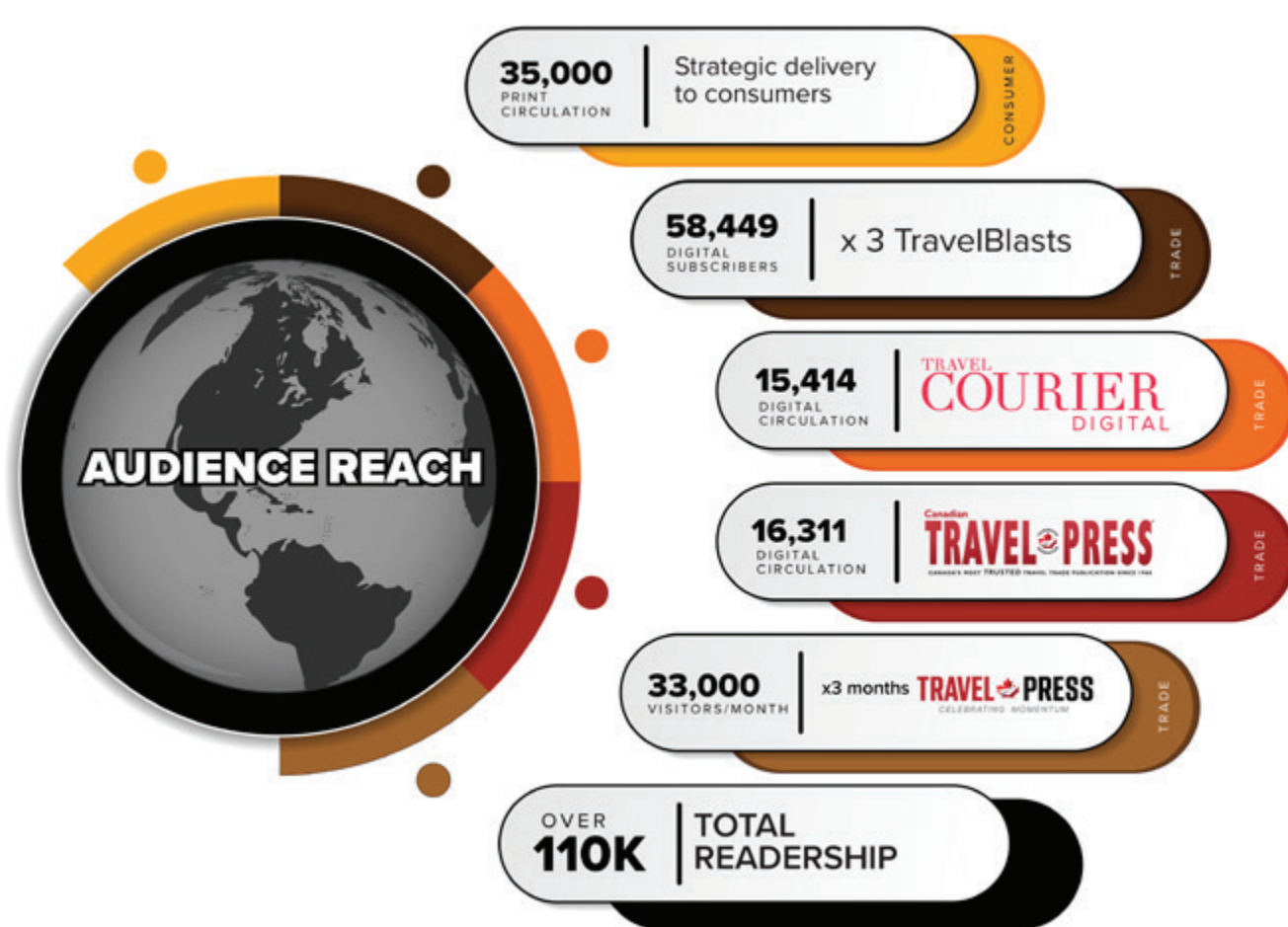
From the producers of *OFFSHORE*, *CULINARY TRAVELS* is an epicurean celebration of global gastronomy. Through thoughtful storytelling and striking imagery, *CULINARY TRAVELS* is a diversified collection of compelling food writing and memoirs, authentic recipes and enthralling interviews with culinary 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

ADVERTISING



◀ **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.

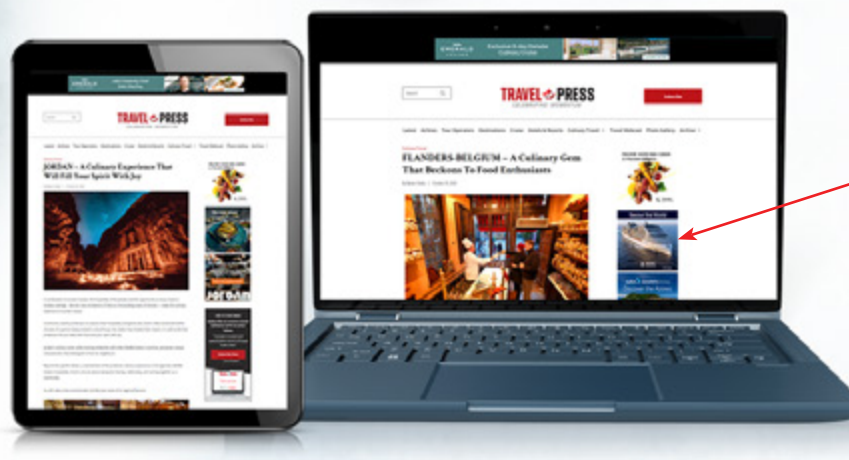
PRICE

\$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

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

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
April 11, 2025

Advertising
April 18, 2025

Publication Date
May 19, 2025

Fall 2025 Issue

Editorial Features
September 12, 2025

Advertising
September 19, 2025

Publication Date
October 20, 2025

SALES

Earl Lince
elince@baxter.net

Mitch McClung
mmcclung@baxter.net

Greg Ohman
gregohman@baxter.net

Vicki Zeppa
vzeppa@baxter.net

PRODUCTION

Wayne Labourn
Production Manager
wlabourn@baxter.net
416-968-7252 ext. 443

Christine Roberti
Editor
croberti@baxter.net

Greg Ohman
Custom Content Coordinator
gregohman@baxter.net

MATERIAL SPECIFICATIONS



BAXTERMEDIA
Your partner in travel