



Culinary  
**Travels**  
COOKBOOK SERIES

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Media Kit  
2026



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.



# OUR AUDIENCE



## DEMOGRAPHICS

- **Age range:** 40-65, with discretionary income for travel and dining experiences
- **Income level:** \$75K-\$200K+ household income
- **Education:** Post-secondary education, with many holding post-graduate degrees
- **Geographic distribution:** Urban and suburban dwellers, concentrated in major metropolitan areas



## OUR READERS

- Passionate about food as culture and experience
- Adventurous foodies who seek authentic, local cuisines when traveling
- Value quality and authenticity over budget options
- Active social media users who share food experiences
- Environmentally and socially conscious consumers who care about sustainable and ethical food sourcing



## BEHAVIOURAL TRAITS

- Take 2-4+ leisure trips annually, often planned around culinary experiences
- Dine out frequently at home (multiple times per week)
- Attend food festivals, cooking classes, and culinary events
- Purchase premium kitchen equipment, gourmet essentials and specialty ingredients
- Subscribe to multiple food and travel publications
- Influence dining and travel decisions within their social circles



## KEY INTERESTS BEYOND FOOD

Cultural exploration, hospitality, wine and spirits, photography, sustainability, luxury goods, wellness, and lifestyle experiences

## VALUED READERSHIP

High engagement rates, strong purchasing power, brand loyalty, and significant influence as tastemakers in their communities. They're not just readers—**they're active participants in the culinary travel ecosystem.**

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



Culinary  
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COOKBOOK SERIES

Strategic delivery through The Globe and Mail  
and bulk requests

CONSUMER

**25,000** | PRINT CIRCULATION



TravelPRESS Today®

TRADE

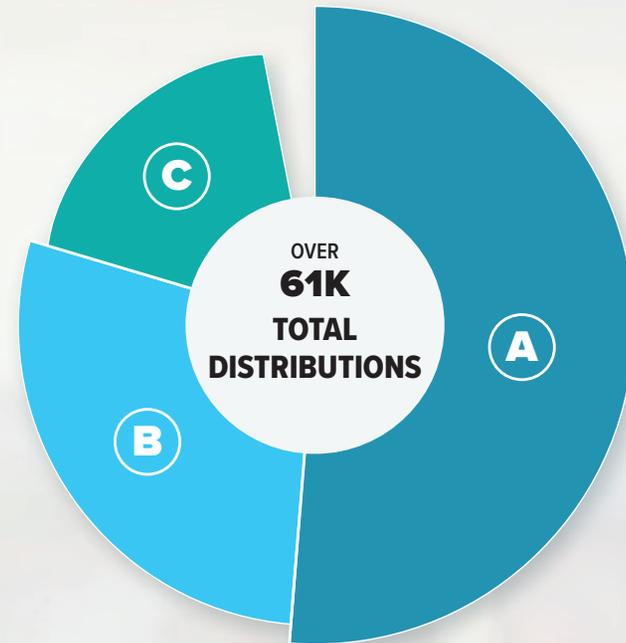
**19,433** | DISTRIBUTIONS



Canadian  
TRAVEL+PRESS  
COOKBOOK SERIES

DIGITAL

**16,748** | DISTRIBUTIONS



**#1 REACH**  
TO HIGH-INCOME HOUSEHOLDS

**51%** more likely to attract  
affluent Canadians with a HHI of \$200k+

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

# CUSTOM CONTENT

Whatever your story is, we'll help you tell it.



## CHEF PROFILES & INTERVIEWS

Our chef profiles celebrate the personalities and philosophies shaping the global dining scene, from visionary resort chefs to Michelin-starred innovators and local champions preserving regional traditions.

Each interview offers readers an intimate look into a chef's creative world, while showcasing the restaurant, destination or hotel behind their story.

**Ideal for** tourism boards, restaurant groups and hospitality brands looking to highlight their culinary leadership and connect with an engaged, travel-savvy audience.



## RECIPES

Each recipe feature brings a taste of travel home, blending authentic storytelling with visually beautiful dishes. Often inspired by a featured chef, restaurant or destination, these stories invite readers to cook, explore and share.

**Sponsored recipe content** offers a seamless way for destinations, food producers, or kitchenware brands to showcase signature ingredients or products within inspiring editorial context.

Inquire to start your tailor-made journey – [sales@baxter.net](mailto:sales@baxter.net)

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## DESTINATION FEATURES

Our destination stories uncover the most exciting places to eat, drink and stay, from vineyard escapes to emerging culinary capitals. With immersive storytelling, curated photography and expert insight, each feature invites readers to experience travel through taste.

**Tourism boards, hotel groups and airlines** can leverage these stories to align with aspirational, experience-driven travel.



## LISTS AND GUIDES

Quick-read features like *Top 10 New Restaurants in X Destination* or *Five Cocktail Bars Worth Flying For* highlight the most buzz-worthy spots and trends in global dining.

**These curated lists** drive high engagement across digital platforms, offering excellent visibility for destinations and restaurant groups through co-branded partnerships or sponsored.



## PRODUCT PAGES

Taste meets lifestyle. From artisanal cookware to tabletop décor and gourmet essentials, our product pages showcase beautifully designed items that elevate the art of entertaining.

**These pages can be fully or partially sponsored**, offering opportunities for product features, gift guides, giveaways, or branded storytelling that feels organic.

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◀ **FULL-PAGE AD:**  
Grab the reader's attention with a captivating call-to-action.

*Client-supplied creative.*

PRICE  
**\$4,995** NET



◀ **FULL SPREAD:**  
Large format ads allow for eye-catching visuals and bold headlines.

*Client-supplied creative.*

PRICE  
**\$9,495** NET

### CUSTOM CONTENT

Immerse readers in a journey through large-format visuals and compelling storytelling.



▲ **THREE PAGES:** PRICE  
**\$13,495** NET



▲ **FOUR PAGES:** PRICE  
**\$16,995** NET

# BI-WEEKLY NEWSLETTER DISTRIBUTION



▼ **A HORIZONTAL BANNER: 560x300 px**



**Horizontal Banner Package Prices:**

*Client-supplied creative.*

Pack of 3 distributions: **\$1,500** NET

Pack of 6 distributions: **\$2,900** NET

Pack of 12 distributions: **\$5,500** NET

▼ **B SQUARE BANNERS: 250x250 px**



**Square Banner Package Prices:**

*Client-supplied creative.*

Pack of 3 distributions: **\$1,200** NET

Pack of 6 distributions: **\$2,300** NET

Pack of 12 distributions: **\$4,600** NET

Reach passionate culinary explorers who seek authentic food experiences worldwide. Our dedicated subscribers don't just cook—they travel to taste, learn and experience food culture firsthand.

Place your brand in our curated newsletter and connect with affluent food lovers as they plan their next gastronomic adventure.

*Limited spaces available. Contact your sales representative at [sales@baxter.net](mailto:sales@baxter.net) to reserve your spot.*

### Spring 2026 Issue

Editorial Features  
April 17, 2026

Advertising  
April 17, 2026

Publication Date  
May 18, 2026

### Fall 2026 Issue

Editorial Features  
September 18, 2026

Advertising  
September 18, 2026

Publication Date  
October 19, 2026

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