



Culinary Travels

COOKBOOK SERIES

Media Kit
2026



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.

A

Culinary
Travels
COOKBOOK SERIES

**Strategic delivery through The Globe and Mail
and bulk requests**

CONSUMER

25,000 | PRINT CIRCULATION

B

TravelPRESS Today®

TRADE

19,433 | DISTRIBUTIONS

C

Canadian
TRAVELPRESS
CONSUMERS MEET TRAVELERS' TRAVEL PROFESSIONALS AND HOT

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

CUSTOM CONTENT

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



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.

Inquire to start your tailor-made journey – sales@baxter.net



▲ **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.

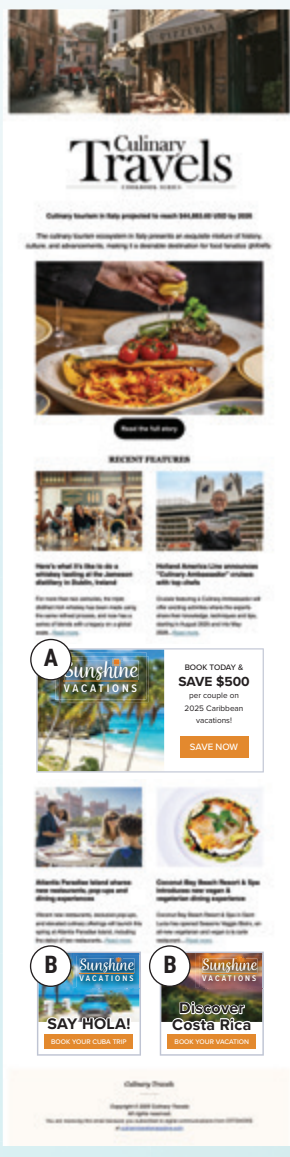


▲ **THREE PAGES:** PRICE
\$13,495 NET



▲ **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** NETPack of 6 distributions: **\$2,900** NETPack of 12 distributions: **\$5,500** NET▼ **B SQUARE BANNERS: 250x250 px****Square Banner Package Prices:***Client-supplied creative.*Pack of 3 distributions: **\$1,200** NETPack of 6 distributions: **\$2,300** NETPack 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 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

MATERIAL SPECIFICATIONS

CULINARY TRAVELS TEAM

Mitch McClung
Publisher
mmccclung@baxter.net

Renée Morrison
Editor
rmorrison@baxter.net

Greg Ohman
*Sales & Custom Content
Coordinator*
gregohman@baxter.net

Earl Lince
Sales
elince@baxter.net

Vicki Zeppa
Sales
vzeppa@baxter.net

Wayne Labourn
Production Manager
wlabourn@baxter.net