



CULINARY TRAVELS

• COOKBOOK SERIES •

Media Kit **2024**



BAXTERMEDIA



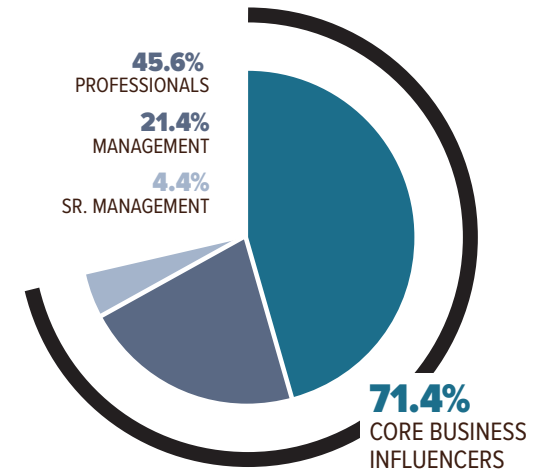
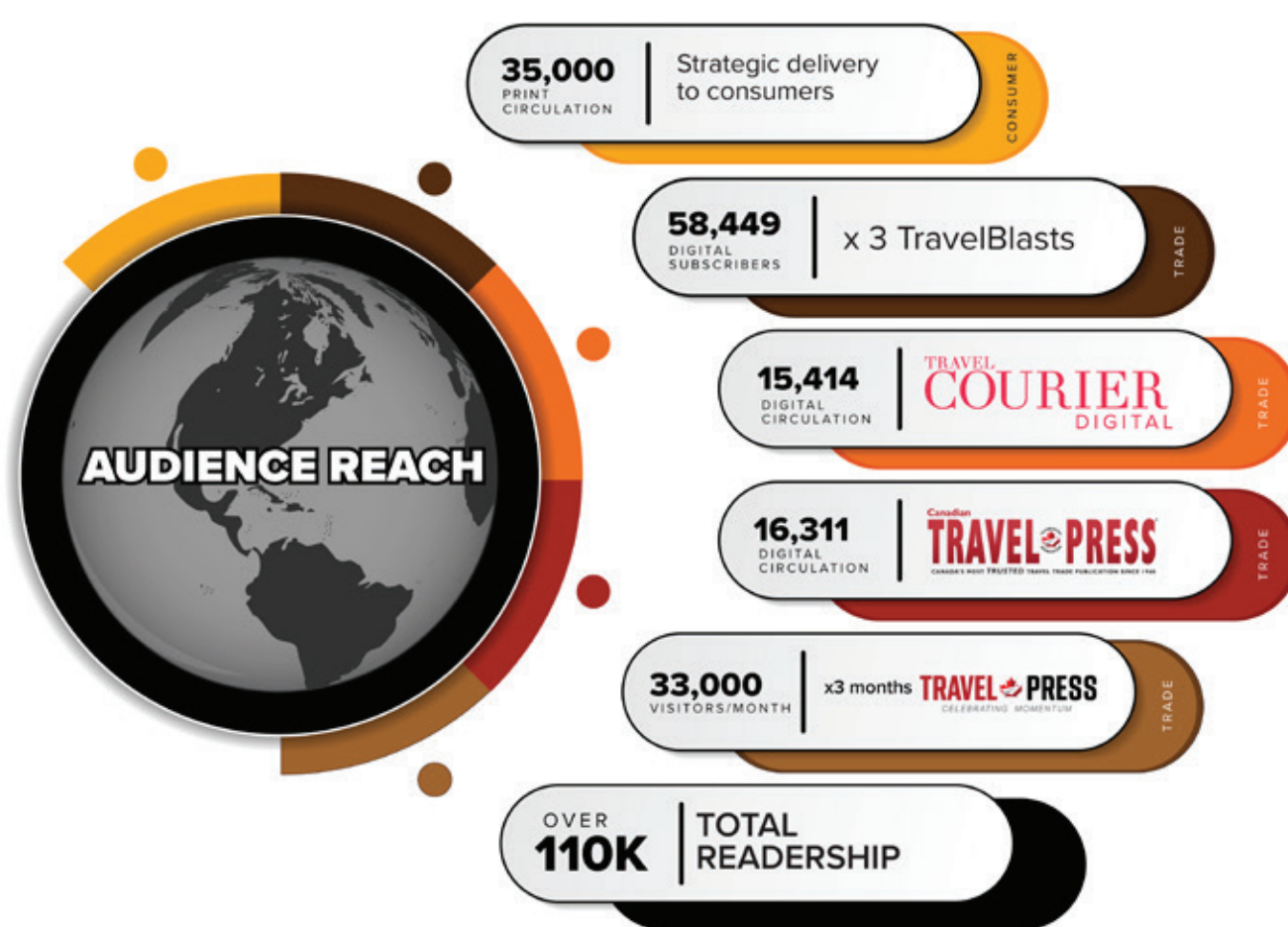
From the producers of *OFFSHORE*, *CULINARY TRAVELS* is an epicurean celebration of global gastronomy. Through thoughtful storytelling and striking imagery, *CULINARY TRAVELS* is a diversified collection of compelling food writing and memoirs, authentic recipes and enthralling interviews with culinary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



ADVERTISING

DISPLAY ADS



◀ **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



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PAGE PACKAGE

FOOD ESSAY + WEB



◀ **Food essay:** Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply five (5) 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



◀ **Recipe:** Single page at 250 words max; includes one (1) client supplied recipe and up to three (3) high resolution images (1MB or higher).

▲ **Food essay:** Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply five (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

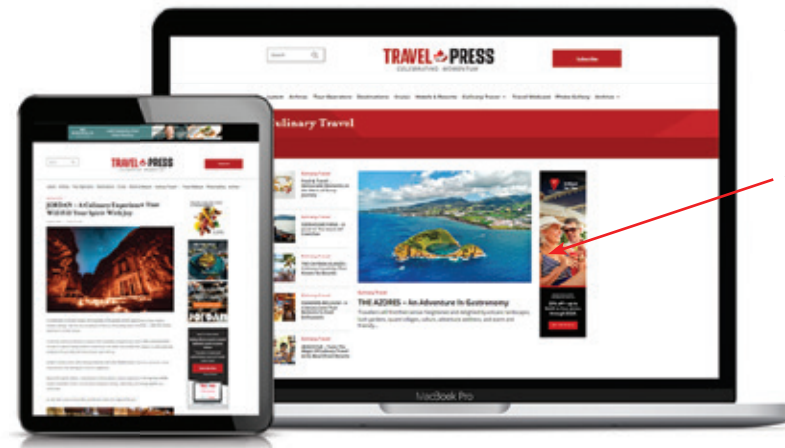


Food essay: Double-page spread at 500 words; includes a scheduled interview with a journalist; client to supply five (5) high resolution images (1MB or higher).



Recipe: Single page at 250 words max; includes one (1) client supplied recipe and up to three (3) 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

Fall 2024

Editorial Features
September 13, 2024

Advertising
September 20, 2024

Publication Date
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