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| mediakit





# Our Story

**Baxter Media is the travel industry's most sought-after source of innovation, knowledge and solutions; bringing the world to Canada and Canada to the world.**

With a 70-year history in an industry we helped pioneer, Baxter Media pushes beyond the boundaries of publishing by utilizing a variety of print, digital, interactive, and online media to reach our audiences. Our approach is Canada-wide, promising to provide all our audiences with the most relevant, exciting, and compelling content they can use to inspire travellers. The most trusted source of travel news and information in Canada, working with Baxter Media gives you the unique opportunity to leverage our expertise, resources and relationships to create content and solutions that are relevant, valuable, and address the industry's changing needs, and help you reach your marketing goals.





# OUR REACH

## Canadian Travel Press

Travel Trade - Print & Digital

- 24,880 Subscribers (16,230 Digital, 8,650 Print)
- Readership per issue: 42,180

## Travel Courier

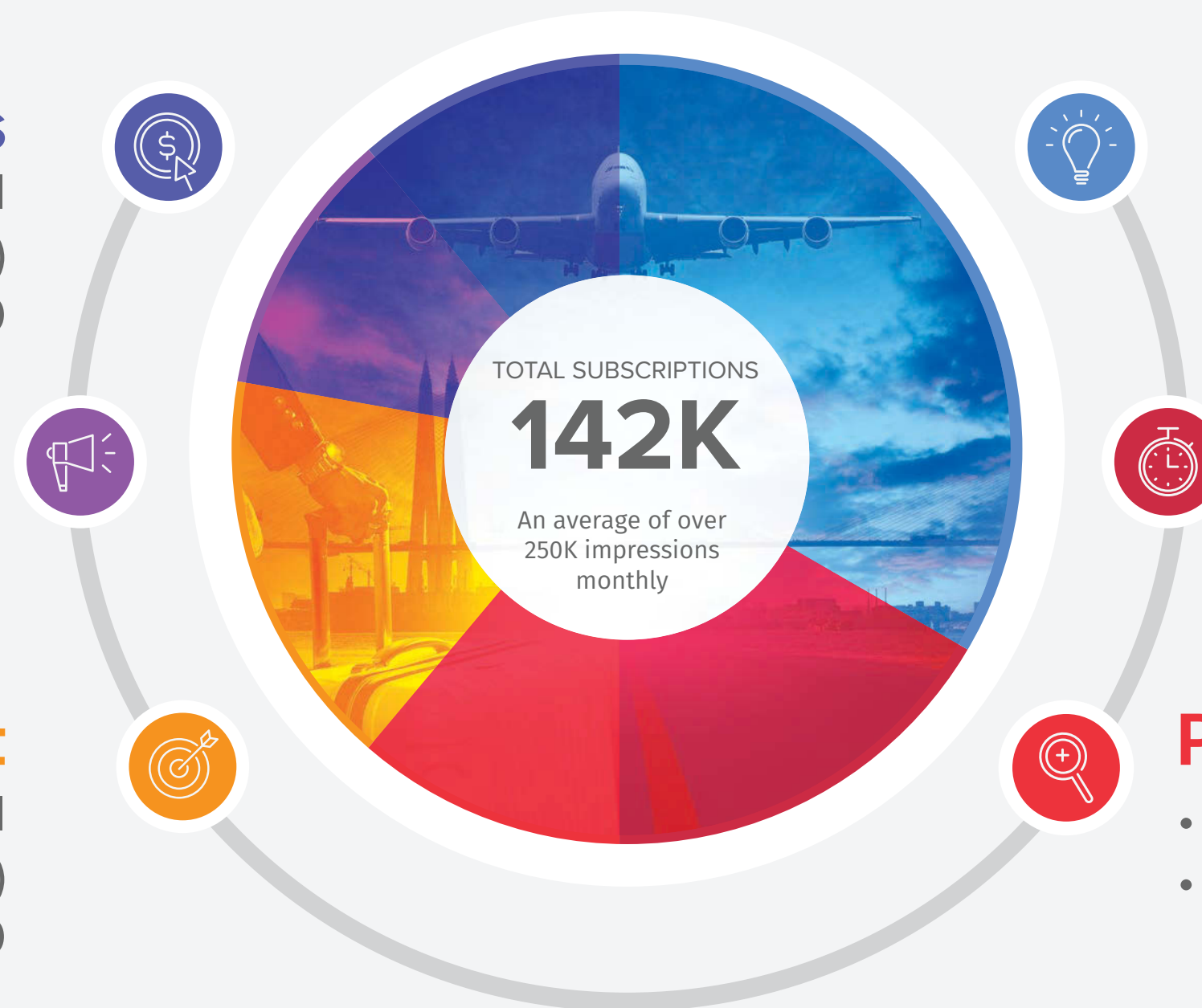
• Travel Trade - Print & Digital

- 24,522 Subscribers (15,322 Digital, 7,200 Print)
- Readership per issue: 36,922

## OFFSHORE – travel at its finest

• Consumer & Travel Trade - Print & Digital

- 41, 230 Subscribers (25,000 print, 16,230 digital)
- Readership per issue: 80,000



## TravelBlast

• Travel Trade - Digital

- 19,680 Subscribers

## TravelPress.com

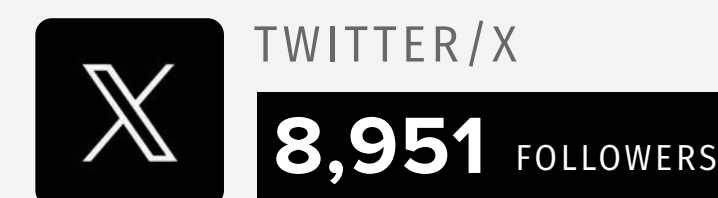
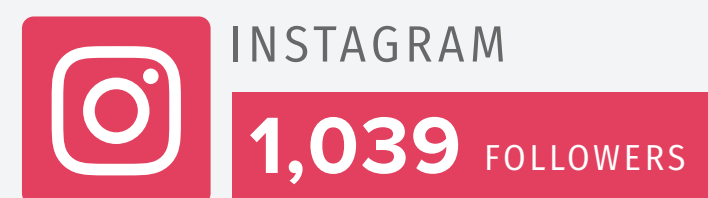
• Travel Trade - Online

- 29,900 Unique Visitors per month

## Press Today

• Travel Trade - Digital & Online

- 18,565 Subscribers





# Products & Services

- Canadian Travel Press
- Travel Courier
- OFFSHORE – travel at its finest
- TravelBlast
- TravelPress.com
- PRESS Today
- Agents' Choice Survey & Awards Gala
- Travel Webcast
- Contests
- Baxter Student Ambassador Program

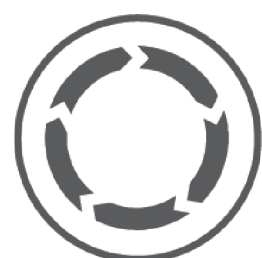




**Canadian Travel Press** has been the trusted and authoritative voice of Canada's travel industry for five and a half decades. During that time, it has built a reputation as being a fair and reliable source of information for Canada's travel industry. In terms of content, CTP takes a big picture view of the world of travel and tourism and 90% of the stories appearing in CTP are original – airlines, technology, trends and issues, travel advisor concerns, responsible/sustainable travel, Indigenous tourism, destinations, cruise lines, associations, and more tell their stories in the pages of the magazine through interviews with Baxter's experienced and respected editors. Frequency: Bi-weekly, print and digital flip-book.

**Strategic Marketing Outcomes: Branding, Milestones, Announcements, Destinations, Niche Targeting, Product/Brand Positioning, Call to Action, Relationship Building and News**

*Links below for more information*



CIRCULATION



EDITORIAL  
CALENDAR



MATERIAL  
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# TRAVEL COURIER®

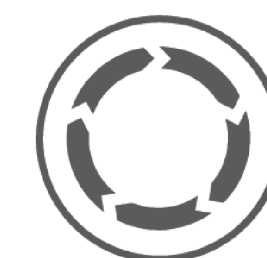
**Travel Courier** is a unique approach to reading and interacting with the Travel Courier brand. The content comes alive in this hybrid edition of a print (one issue per month) and digital/web based (weekly) magazine that features interactive components such as video, training and live chats in an easy to navigate format.

Travelagent focussed sections make it easy for professionals to get the information and tools they need to be successful. This includes a marketplace for Contests, Fam Trips, Webinars, Podcasts, Careers and more.

Frequency: Weekly, digital web based. Monthly, print and digital flip-book as well as web magazine. Email notification to subscribers to alert them to new weekly issue.

**Strategic Marketing Outcomes: Announcements, Call to Action, Recruitment and Hiring, Sustainability, Responsible Travel & Tourism, Contests & Incentives and News**

*Links below for more information*



CIRCULATION



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# OFFSHORE

TRAVEL AT ITS FINEST

**OFFSHORE – travel at its finest** is a luxury travel magazine, delivering the best in aspirational travel to a highly targeted audience of Canada's most affluent consumers.

First and foremost OFFSHORE is a print product and since its arrival to Muskoka cottage docks, it has received rave reviews from both readers and advertisers. Unparalleled in its production quality and targeted, vertical-market distribution, OFFSHORE brings its readers the latest in upmarket travel style, and engages those with significant discretionary income and the influence to choose featured products and services. OFFSHORE's publishing schedule is 4 times per year. Spring, Fall and Winter editions are distributed to select neighbourhoods through the Globe and Mail (25,000 plus), Canada's most influential daily newspaper and the Summer edition is distributed through Hideaways Magazine in Muskoka (30,000 plus) and surrounding areas to homeowners' docks and at upscale retailers.

**Strategic Marketing Outcomes: Consumer Focused, Branding, Destinations, Niche Targeting, Product/Brand Positioning, Call to Action, Lead Generation, Customer Acquisition**

*Links below for more information*



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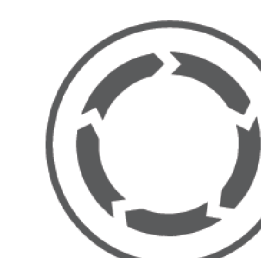


**TravelBlast** is a first-rate, subscriber-based, e-mail marketing, product and information service. Supports brand awareness campaigns. Frequency: On demand, up to five times daily

TravelBlast drives a call to action and traffic to your website.

**Strategic Marketing Outcomes: Announcements, Call to Action, Brand/Product Positioning, Database Building, Education and Training and News**

*Links below for more information*



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# TRAVEL 55 PRESS

HOME OF CANADIAN TRAVEL PRESS

**TravelPress.com** is the one-stop-shop for news, views, calendar of events, surveys, fairs, bulletin boards and contests unique to the site. It is updated daily with news, breaking news and informed analysis. TravelPress.com's brand new updated and revised site combines the highest standards of design features and technology markers with the best industry-serving content including news, destination features, Agents' Choice Survey and Awards, and upcoming Baxter events.

Frequency: Daily with regular updates.

**Strategic Marketing Outcomes: Brand Awareness, Strategic Promotions, Education, Specialist Programs, News, Appointments, Achievements**

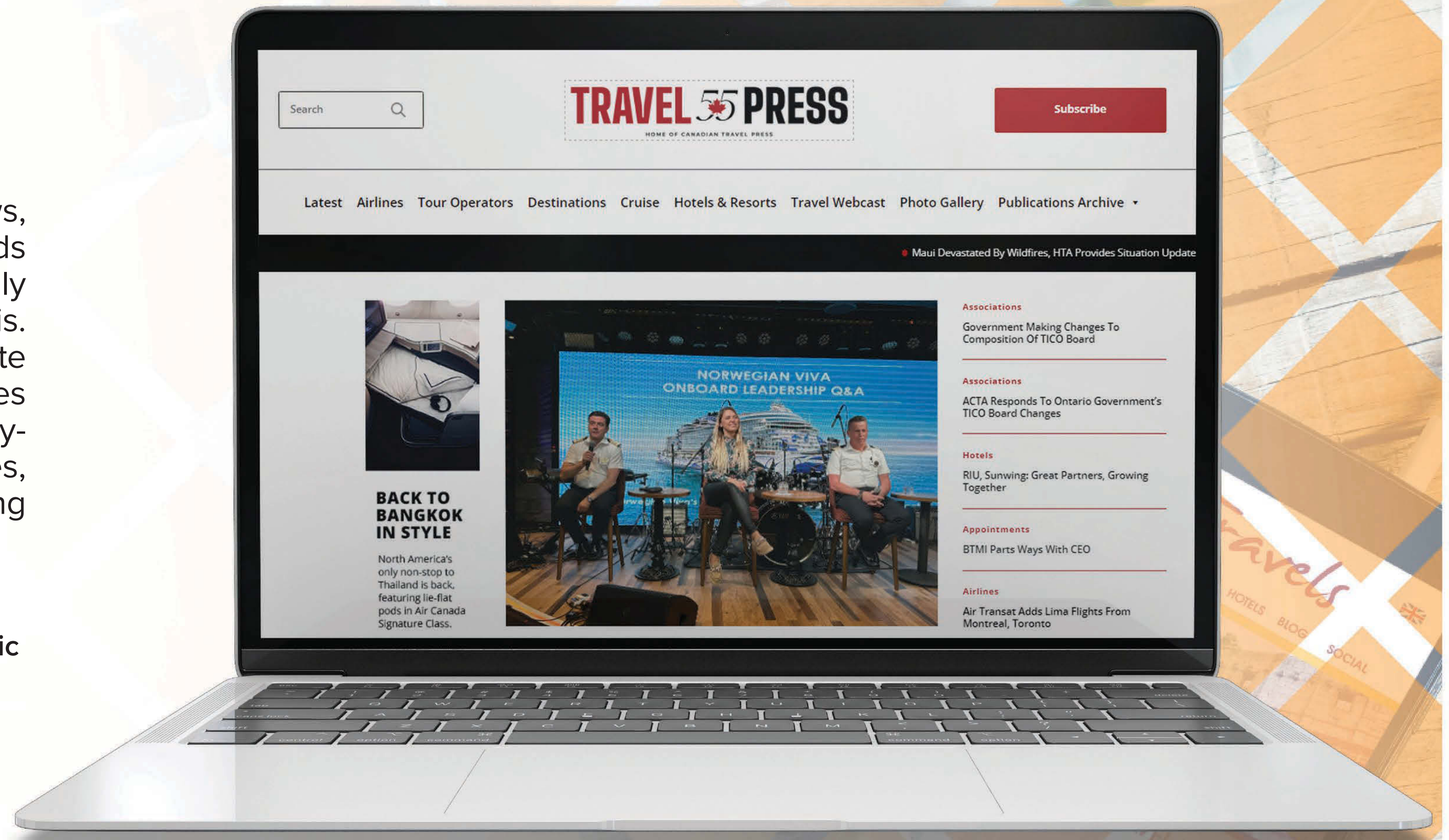
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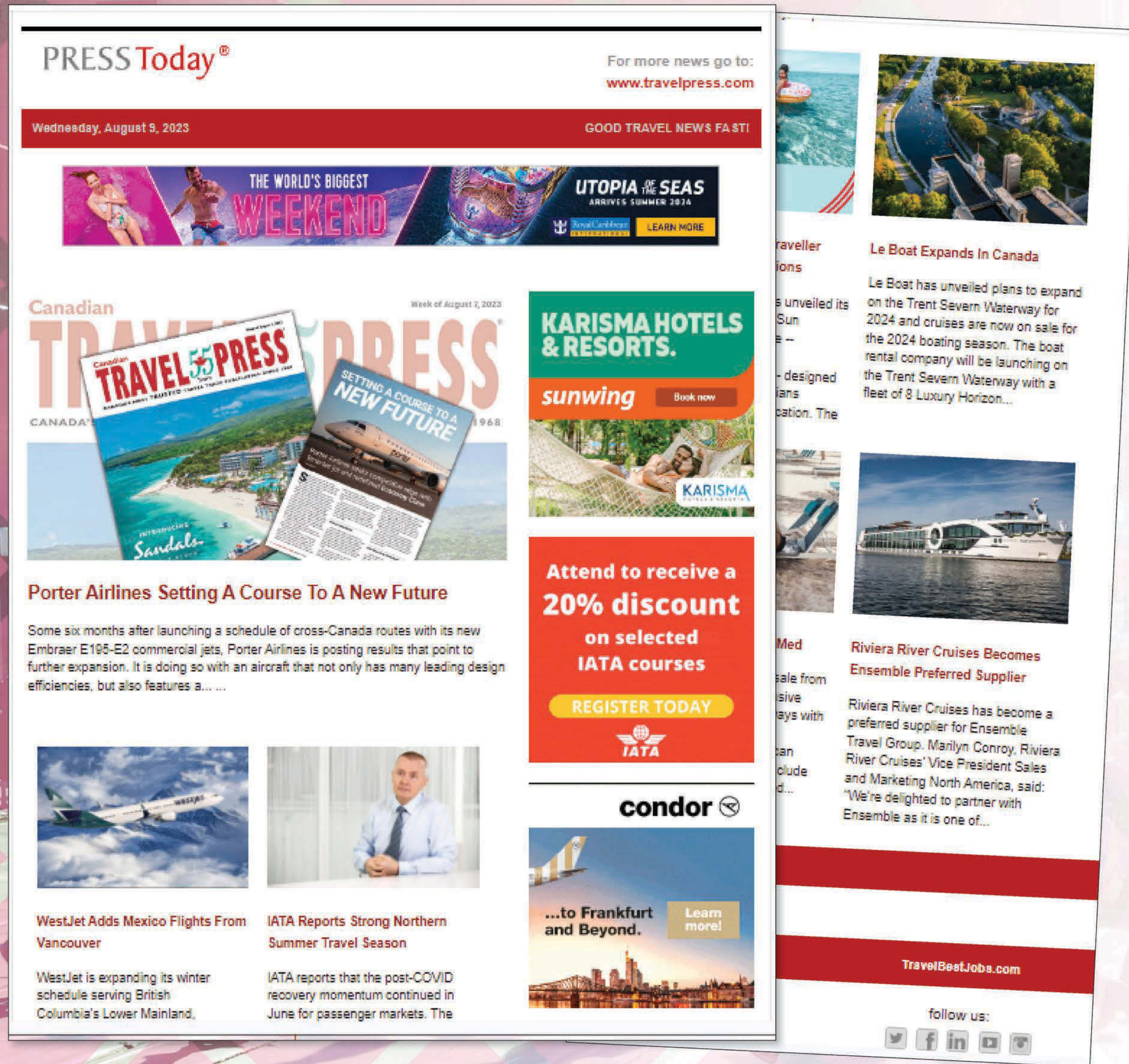
AUDIENCE



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# PRESS Today®

## GOOD TRAVEL NEWS FAST!

**PRESSToday** e-newsletter provides travel trade readers/subscribers with the latest news and need-to-know information from Mon. to Fri. each week. News, new product releases, issues in brief and much more. Frequency: Daily plus Breaking News, emailed daily to subscriber base.

**Strategic Marketing Outcomes: Brand Awareness, Strategic Promotions, Education, Specialist Programs, News, Upcoming Events, Achievements**

*Links below for more information*



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# AGENTS' CHOICE

## READERSHIP SURVEY

**The Agents' Choice Readership Survey** – now in its 24th year of publication is the one and only Canadian travel industry survey that let's Canadian travel advisors pick their favourite suppliers. There are more than 40 award categories that highlight the agency community's top 10 favourites along with the number 1 choice. Regional breakdowns are calculated as well. The Agents' Choice Survey Results are published in a special issue and released first at the Agents' Choice Awards Gala in June before being distributed to the CTP and TC subscribers. Voting opens in January and closes in April.

**Strategic Marketing Outcomes: Brand Awareness, Industry Authority, Thought Leadership, Travel Agent Loyalty, Market Research, Sponsorship Recognition**

*Links below for more information*



SPONSORSHIP  
OPPORTUNITIES



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# AGENTS' CHOICE GALA

**Agents' Choice Awards Gala** - A dazzling annual affair, brings the industry together for an evening of celebration and style. Over 400 attendees comprised of industry executives, top bdm's, and exceptional travel agents from coast to coast to coast applaud industry favourites in 40 categories. The next Agents' Choice Awards Gala will be held in June 2024

**Strategic Marketing Outcomes: Brand Awareness, Industry Authority, Thought Leadership, Travel Agent Loyalty, Market Research, Sponsorship Recognition**

*Links below for more information*



SPONSORSHIP  
OPPORTUNITIES





**Travel Webcast** webinars are promoted online and through TravelBlasts and other Baxter media outlets and managed by Baxter's technology division. Baxter promotes, coordinates, manages, moderates and distributes the live recorded webinar through appropriate media outlets and hosts on the Baxter Media Youtube channel. The webinars are posted on TravelCourier.ca's Marketplace in addition to other Baxter Media outlets for viewing after the live segment. Our webinar platform can be customized to your branding.  
Frequency: On demand.

**Strategic Marketing Outcomes: Database Building, Recruitment and Hiring, and Education and Training, Brand Awareness, Relationship Building, Travel Agent Awareness**

*Links below for more information*



AUDIENCE





# CONTESTS

**Contests** in Canadian Travel Press provide great exposure, value and reader engagement and have proven successful at launching and educating our readers on destinations, products and services. The contest features an outside front cover of Canadian Travel Press, along with a full page cover story and a ballot. A subsequent issue of Canadian Travel Press will feature a full page ballot. Also included is ongoing digital coverage by our editors on the contest and exposure in the contest sections of our website [www.travelpress.com](http://www.travelpress.com), on Press Today and a series of TravelBlasts, dedicated emails and social media. Promoted online and through TravelBlasts and managed by Baxter Media.

Frequency: On demand

**Strategic Marketing Outcomes: Announcements, Database Building, Niche Targeting, Specialist Program Training, Brand/Product Positioning and Call to Action**

*Links below for more information*



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# BAXTER Student Ambassador PROGRAM

The Baxter Student Ambassador Program exists to:



**ENCOURAGE**



**FOSTER**



**MENTOR**



**CULTIVATE**

**The Baxter Student Ambassador Program**, in its 10th year, is the only travel & tourism student mentoring program of its kind in Canada. BSAP partners with 15 universities and colleges across Canada, connecting with thousands of students in the travel & tourism industry. BSAP exists to **ENCOURAGE** young people to get involved in the travel industry, **FOSTER** networking opportunities for graduating students, **MENTOR** the next generation of travel professionals and to **CULTIVATE** engagement in the travel industry. Becoming a BSAP partner demonstrates your commitment to supporting the next generation of travel industry leaders. Your ROI includes not only brand exposure to the BSAP website visitors and 45,000+ industry readers, but also brand loyalty from post-secondary students across Canada, as they enter the industry. Time frame - Sept to May. Engagement starts in January.

**Strategic Marketing Outcomes: Brand Loyalty and Awareness, Sponsorship Recognition, Education and Learning Partnerships, Recruitment and Hiring, Internship and Mentoring Opportunities**

*Links below for more information*



AUDIENCE



SPONSORSHIP  
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**BAXTERMEDIA**

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