

EXCITING NEW DISTRIBUTION IN THE

TORONTO STAR

2025-2026 EDITION

# THE TRAVEL GUIDE TO CANADA

RATES AND DISTRIBUTION



## CIRCULATION AND TARGET AUDIENCES:

- THE TORONTO STAR SUBSCRIBERS
- RETAIL NEWSSTANDS IN THE USA AND CANADA
- UNITED AND DELTA AIRLINES AIRPORT LOUNGES IN MAJOR USA AIRPORTS
- AAA OFFICES IN THE USA

THE TRAVEL GUIDE TO CANADA is published by

*Globelite*  
TRAVEL MARKETING INC.

[www.travelguidetocanada.com](http://www.travelguidetocanada.com)





# ADVERTISING

**Globelite Travel Marketing Inc.** has, for 20 highly successful years, worked closely with Canada’s destination and tourism industry partners to provide this professional source of travel information on Canada. Within Globelite’s Travel Guide division is a dedicated team producing **The Travel Guide to Canada** which is now being sold in over 10,000 retail locations throughout the United States and Canada.

The digital edition is available on [travelguidetocanada.com](http://travelguidetocanada.com) and on several digital newsstands.

## WHAT YOU GET:

- ▶ **DETAILED EDITORIAL SECTIONS** on Canada’s Provinces and Territories.
- ▶ **“WHAT’S NEW”** across this vast country!
- ▶ **INFORMATION** on major industry sectors, specialty travel, adventure travel, culture and heritage.
- ▶ **HELPFUL RECOMMENDATIONS** for those seeking information on Canada’s vast array of tourism products and destinations.
- ▶ **THE TRAVEL GUIDE TO CANADA** is also sold worldwide as a digital magazine through Apple App Store, Google Play, pocketmags.com and is available on pressreader.com.
- ▶ **TRAVELGUIDETOCANADA.COM** offers an interactive and informative website.



## PRINT ADVERTISING RATES

Rates include print and digital editions

DOUBLE PAGE SPREAD .....	\$ 9,950
FULL PAGE .....	\$ 6,950
1/2 PAGE.....	\$ 3,950
1/3 PAGE.....	\$ 3,250
INSIDE FRONT COVER DPS.....	\$ 12,950
INSIDE FRONT COVER .....	\$ 8,950
PAGE 1.....	\$ 8,950
INSIDE BACK COVER .....	\$ 7,950
OUTSIDE BACK COVER .....	\$ 10,950

ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

## DIGITAL AD RATES

Advertisers purchasing print advertising in the annual **Travel Guide to Canada** have the opportunity to extend their message with savings on the homepage of [travelguidetocanada.com](http://travelguidetocanada.com). Print ad buys are additional.

AD SIZE/UNIT	6 MONTH VALUE RATE TO PRINT ADVERTISER	6 MONTHS WEB ONLY RATE	1 YEAR WEB ONLY RATE
<b>A VIDEO BOX</b> Size: 212 px x 176 px <i>Exclusive Position</i>	\$1,500	\$3,000	\$4,500
<b>B BOX ADVERTISEMENT</b> Size: 212 px x 176 px	\$ 500	\$1,000	\$1,500
<b>C BANNER AD</b> Size: 900 px x 176 px	\$1,500	\$3,000	\$4,500

ALL LINKS ROTATE ON AN EQUAL BASIS • CREATIVE CAN BE CHANGED PERIODICALLY  
• ALL RATES QUOTED ARE NET, CANADIAN DOLLARS

# 2025-2026 DISTRIBUTION

## TOTAL COPIES: 60,000

### THE TRAVEL GUIDE TO CANADA

is being sold in over 10,000 retail locations in the U.S.A., Canada and in other countries. It serves an international community through print and digital distribution.



- **RETAIL DISTRIBUTION IN THE U.S.A.**

includes Barnes & Noble, Books-A-Million, Kroger, Target, Walmart, Hudson Group Retail airport and commuter stores, and CVS/pharmacy locations.

- **RETAIL DISTRIBUTION IN CANADA**

includes Canada's airport retail bookstores, Chapters, Indigo, Coles, Loblaws, Shoppers Drug Mart, Safeway, Hudson News, BC Ferries terminals, Sobeys, Metro, LS Retail (hotel and mall locations), London Drugs, Value Drug Mart and Walmart.

- **SUBSCRIBERS OF THE TORONTO STAR**

The Travel Guide to Canada reaches subscribers in the highest income areas of Toronto.

- **AIRPORT LOUNGES:**

United and Delta Airlines airport lounges in major USA airports.

- **AAA OFFICES:**

AAA offices in the USA, including all AAA offices in New England.

- **DIGITAL DISTRIBUTION:**

**THE TRAVEL GUIDE TO CANADA** is available on Apple Store, Google Play, pocketmags.com and is available on pressreader.com. Consumers can download the publication to their digital devices.



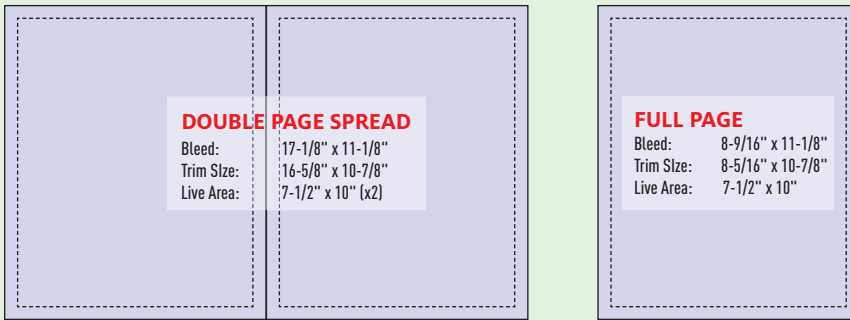
THE TRAVEL GUIDE TO CANADA IS AVAILABLE



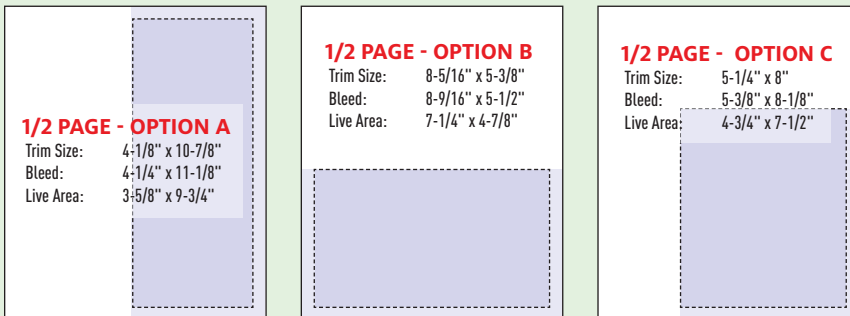
[www.travelguidetocanada.com](http://www.travelguidetocanada.com)

# AD DIMENSIONS

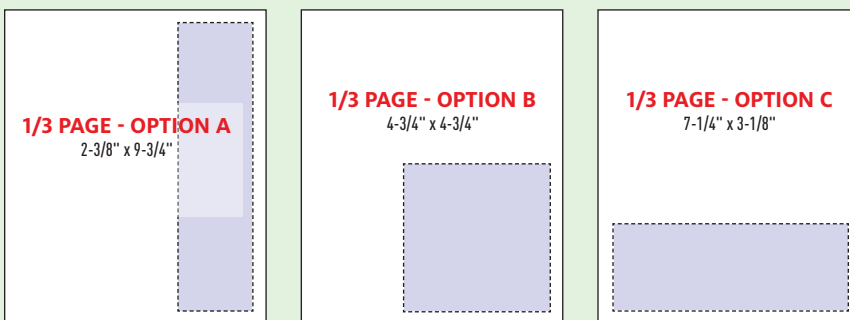
## FULL PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



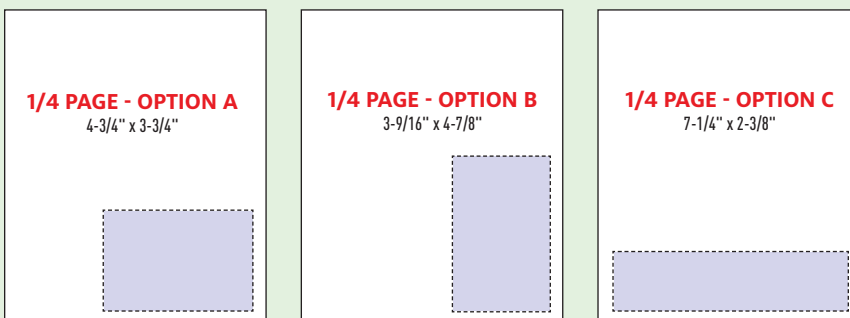
## 1/2 PAGE ADS *Bleed ads must be supplied with bleeds and cropmarks*



## 1/3 PAGE ADS *These are non-bleed ads*



## 1/4 PAGE ADS *These are non-bleed ads*



## CLOSING DATES & MATERIAL DEADLINES

BOOKING SPACE CLOSING DATE:  
**March 28, 2025**

MATERIAL DUE DATE:  
**April 11, 2025**

DISTRIBUTION DATE:  
**May, 2025**

## MATERIAL REQUIREMENTS

AD FORMAT

**PDF-X1a Compliant**

Images must be high resolution (300 DPI) and converted to CMYK mode.

**Full Page and 1/2 Page Ads**

must be supplied with bleeds and cropmarks, unless it is a non bleed ad.

**Live Text** must be at least 1/4" away from the trim edge.

**All Ads** must be supplied with crop marks.

FILE DELIVERY

**Email, FTP, Dropbox, Wetransfer**

*Please contact us for FTP login*

## AD DESIGN CHARGES

**1/2 Page size or smaller: \$195**

**Sizes larger than 1/2 Page: \$395**

Please provide high resolution images, vector logos and copy in digital format.

## SUBMIT MATERIALS TO:

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