

A scenic view from a wooden balcony overlooking a lush green valley. In the foreground, a wooden table and chairs are set on a stone-paved balcony. The balcony has a wooden railing and a tiled roof. The view extends to a wide river winding through a valley, surrounded by dense green forests and rolling hills. In the distance, blue mountains are visible under a clear blue sky. The overall atmosphere is peaceful and idyllic.

# OFFSHORE

TRAVEL AT ITS FINEST

Media Kit  
2025

# *Travel at its finest*

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[OFFSHORETRAVELMAGAZINE.COM](http://OFFSHORETRAVELMAGAZINE.COM)

*Travel at its finest.* OFFSHORE, a luxury travel magazine, delivers the best in aspirational travel to a highly targeted audience of Canada's most affluent consumers. First and foremost a print product, OFFSHORE is meant to be savoured slowly while lounging or day-dreaming, exciting our readers and inspiring their next vacation.

OFFSHORE is a high-impact custom content solution to clients. Our writers can work with you to build a story that fully incorporates your key messaging, while our designers use stunning imagery to bring that story to life. From concept to completion, our expert team is ready to guide you through the creative process.

OFFSHORE is produced 4 times per year. Fall, Winter and Spring editions are distributed to Globe and Mail subscribers in high income areas of the Greater Toronto Area. The Summer edition is delivered to the docks of affluent residents, in partnership with Hideaways, an upmarket lifestyle magazine presenting an architectural tour of Ontario's spectacular Muskoka region.

**Our team is committed to helping you meet your messaging needs and marketing goals**

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Socialize with us



[OffshoreTravelMag](https://www.instagram.com/OffshoreTravelMag)



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Baxter Media is Canada's premier travel trade publisher with 75 years of experience.

Appeal to the affluent OFFSHORE reader on their level by employing one or more of our five core content pillars to champion your brand.



where no one else has been and what no one else has done



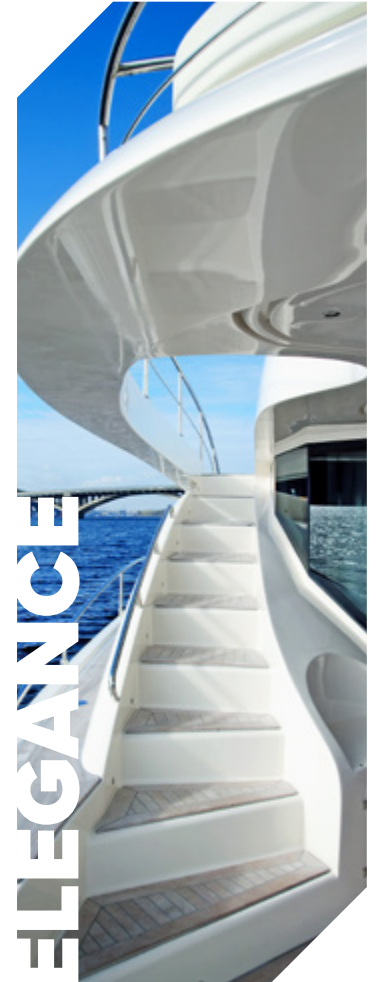
it's not always the most glamorous moments that make for the best stories



lavish luxury and opulent comfort, everything in excess



it's all in the details, the personal touches mean the most



celebrating the ultimate in sophistication and style

**Content themes to inspire and excite our readers all year round**

**SPRING**

**FEATURE: SOLO TRAVEL**

This feature is all about seeing the world, all by yourself. Exploring trends in solo female travel, hotels catered to solo guests, the best destinations for solo travellers and more, the feature inspires travellers to abandon hesitation and take that personalized trip.

**Publication date:**

Tuesday, March 18, 2025



**SUMMER**

**FEATURE: WELLNESS TRAVEL**

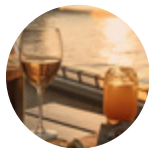
This feature is all about putting yourself first. From splurging on spa treatments at a local hotel, to exploring wellness trends around the world. Think restful, intentional travel, with less of a focus on an itinerary and more of an emphasis on going with the flow. The feature will spotlight ideas on wellness through food, spiritual retreat, the concept of slow travel, and more.

**Publication date:**

Thursday, June 19, 2025



**WHAT INSPIRES US?**



**Destinations** ... how to get there and where to stay | **First-hand experiences** ... real people in real places | **Cruising** ... see the world, discover the last frontier | **Culinary** ... savour the experience | **Luxury shopping** ... only the best | **Wine** ... best Spring & Summer wines, wineries worth travelling for | **Staycation/local travel** ... the comforts of home | **Sun, sand & sea** ... the greatest escapes

## FALL

### FEATURE: COOL TRAVEL

This feature will highlight the rise in the “Coolcation” trend—travelling to destinations with cooler climates. It’s become very popular as a means to see places with less tourists, but also, take advantage of cooler temperatures; due to climate change, some places are becoming unbearably hot, or have unpredictable weather patterns. The feature will highlight lots of Eastern, Central and Northern European destinations, Antarctica, Canada/U.S.

**Publication date:**

Tuesday, September 16, 2025



## WINTER

### FEATURE: COMMUNITY TRAVEL

This feature unpacks the trend of community tourism, diving into trends in group travel, purposeful travel, and feel-good tourism. Think rich and immersive cultural experiences, from luxury homestays to cooking classes, guided tours, family travel and more. It’s all about being together, whether with total strangers by chance, or on a planned getaway with loved ones.

**Publication date:**

Tuesday, November 25, 2025

### WHAT INSPIRES US?



**Destinations** ... how to get there and where to stay | **First-hand experiences** ... real people in real places | **Cruising** ... see the world, discover the last frontier | **Culinary** ... savour the experience | **Luxury shopping** ... only the best | **Wine** ... best Spring & Summer wines, wineries worth travelling for | **Staycation/local travel** ... the comforts of home | **Sun, sand & sea** ... the greatest escapes

**HIGHLY TARGETED**

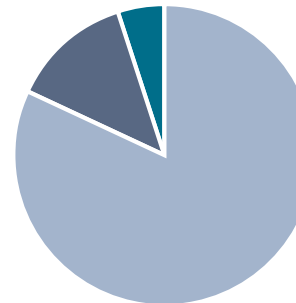
Muskoka's cottage country is an exclusive pocket of recreational homes two hours north of Toronto where the many celebrities, executives, and international residents who enjoy seasonal homes, spend time perusing the quality content delivered to them by OFFSHORE (neatly tucked inside Hideaways Magazine).

**25,000 copies:**

- ▶ Hand-delivered to the cottages of Muskoka's most exclusive lakes
- ▶ Available for pick-up in select Muskoka businesses and retailers
- ▶ OFFSHORE is also distributed in digital format to travel agencies and OFFSHORE subscribers across Canada selling luxury travel

PERMANENT RESIDENCE LOCATION

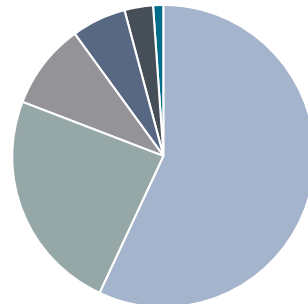
**\$840K**  
AVERAGE ANNUAL HOUSEHOLD **INCOME**  
OF OUR READERS AGE 45-65, WITH A NET  
WORTH OF **\$12,000,000.**



**82%** GREATER TORONTO AREA  
**13%** US (NEW YORK, PENNSYLVANIA, ILLINOIS, MASSACHUSETTS)  
**5%** OTHER: INCLUDING OVERSEAS, US AND CANADA



LIFESTYLE/VACATION HABITS



**4** AVERAGE NUMBER OF **VACATIONS** PER YEAR TO EUROPE AND CARIBBEAN

**2** AVERAGE VACATION **DURATION** **WEEKS**

**82%**

OF INDIVIDUALS IN OUR DISTRIBUTION HOLD PRIMARY RESIDENCY IN THE GTA, WITH SECONDARY OR TERTIARY HOMES IN LUXURY TROPICAL DESTINATIONS, SUCH AS THE CARIBBEAN AND SOUTHERN UNITED STATES\*

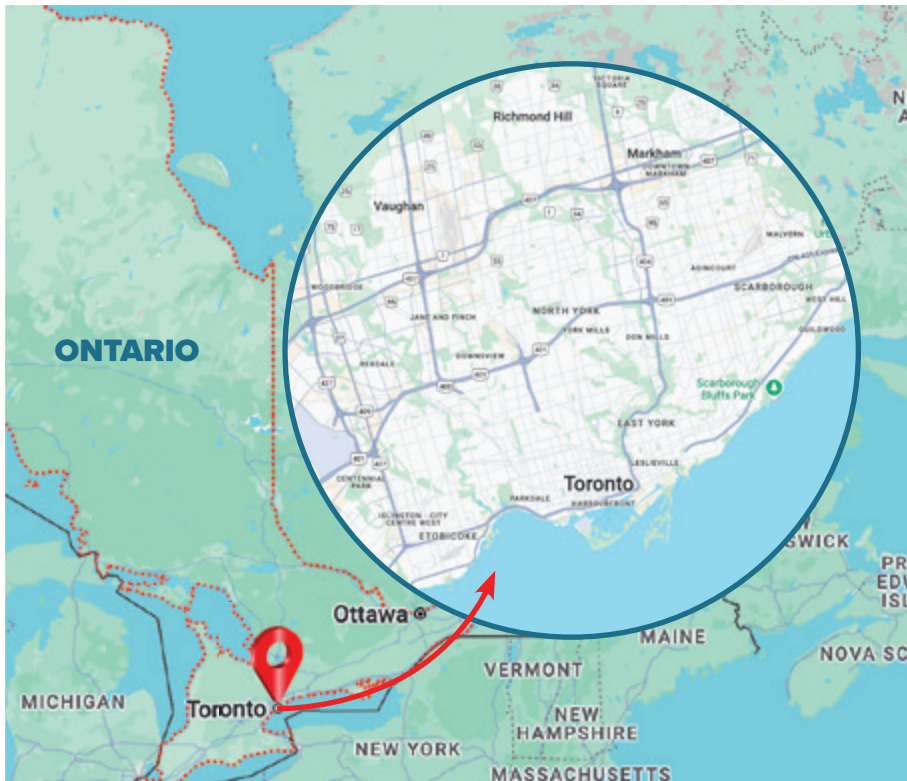
**3-5** AVERAGE NUMBER OF **BOATS/WATERCRAFT** AND/OR **HIGH-END LUXURY VEHICLES** OWNED BY OUR READERS

## STRATEGIC DELIVERY TO 25,000 READERS

Meet Canada's most affluent city-dwellers, key influencers, and top decision-makers with the Spring, Fall, and Winter editions of OFFSHORE, distributed within the Globe and Mail to subscribers in prestigious areas in the Greater Toronto Area.

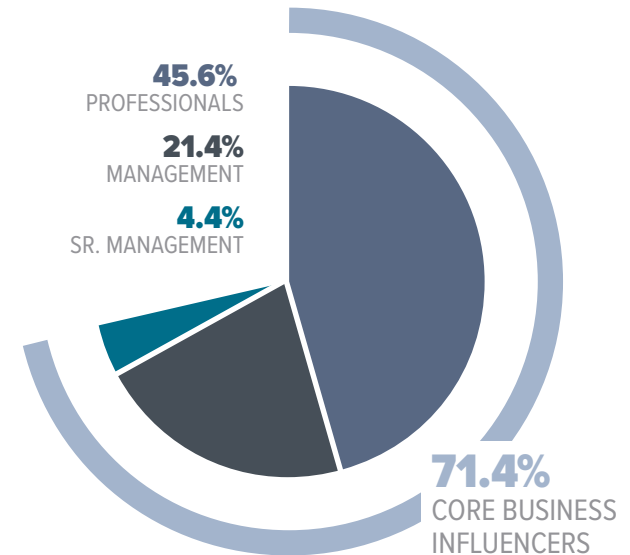
### DISTRIBUTED THROUGH THE GLOBE AND MAIL

Strategically delivered to key neighbourhoods throughout the Greater Toronto Area



### OUR READERS

- Well-informed
- Affluent
- Business leaders
- Influencers





OFFSHORE is a high-impact custom content solution helping clients reach a strategically selected segment of the consumer market who is eager to learn about the latest in luxury travel. Our writers work with you to build a story that fully incorporates your key messaging, while our designers use stunning imagery to bring that story to life. From concept to completion, our expert team is ready to guide you through the creative process.

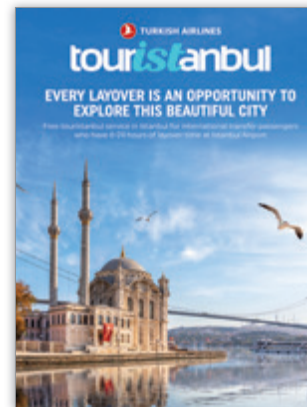
**ADVERTISING/CUSTOM CONTENT: Summer Issue**

DOUBLE-PAGE SPREAD	\$11,795
FULL PAGE	\$6,995



**ADVERTISING/CUSTOM CONTENT: Fall–Spring Issues**

DOUBLE-PAGE SPREAD	\$8,495
FULL PAGE	\$5,695



## Material Closing Dates

	<b>Spring 2025</b>	<b>Summer 2025</b>	<b>Fall 2025</b>	<b>Winter 2025</b>
<b>Custom Content</b>	February 14	May 2	August 15	October 24
<b>Advertising</b>	February 25	May 14	August 26	November 4
<b>Publication Date</b>	March 18	June 19	September 16	November 25

## Content Specifications

### Full Page

275–300 words of body copy + captions and titles

5–8 high-resolution photos, renderings or images

### Double-Page Spread

500–700 words of body copy + captions and titles

7–10 high-resolution photos, renderings or images

## Mechanical Specifications

All dimensions are width x depth in decimal inches

<b>Size</b>	<b>Bleed Size</b>	<b>Trim Size</b>
Double-Page Spread	16.75" X 10.9375"	16.25" X 10.6875"
Full Page	8.375" X 10.9375"	8.125" X 10.6875"
Half-Page (Vertical)	No bleed	3.4375" X 9.6875"

## Production Contact

**Wayne Labourn, Production Manager**  
wlabourn@baxter.net  
416-968-7252 ext. 443

## Material Upload

Please send advertising and custom content materials by email to **Wayne Labourn (wlabourn@baxter.net)** and CC'd to **Sales (sales@baxter.net)** or as a link through large-file transfer service(s) such as WeTransfer, DropBox, etc.