

OFFSHORE

TRAVEL AT ITS FINEST

Media Kit
2026



Travel at its finest

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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

CREATOR & PUBLISHER

Wendy McClung | wmclung@baxter.net

CO-PUBLISHER

Mitchell McClung | mmclung@baxter.net

EDITOR

Renée Morrison | rmorrison@baxter.net

PRODUCTION MANAGER

Wayne Labourn | wlabourn@baxter.net

MARKETING MANAGER

Zephan McMillan | zmcmillan@baxter.net

SALES

Greg Ohman | gregohman@baxter.net

Earl Lince | elince@baxter.net

Vicki Zeppa | vzeppa@baxter.net

sales@baxter.net



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

OFFSHORE

#401-672 Dupont Street, Toronto, ON M6G 1Z6
416 968 7252 | offshore@baxter.net
OFFSHORETRAVELMAGAZINE.COM

Socialize with us

OffshoreTravelMag  TravelOffshore 

Appeal to the affluent OFFSHORE reader by employing our five core content pillars to champion your brand.

EXCLUSIVITY



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

EXTRAVAGANCE



Lavish luxury and
opulent comfort,
everything in excess

ELEGANCE



Celebrating the ultimate
in sophistication
and style

BRAGGABILITY



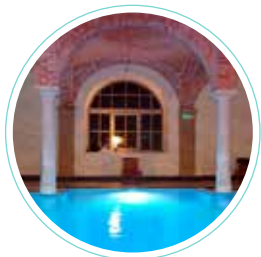
It's not always the most
glamorous moments that
make for the best stories

CUSTOMIZATION



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

FIND IN EVERY ISSUE



STAY

A recurring hotel review series that brings the world's most distinctive stays to life, from design-forward boutiques to heritage icons and beach resorts. Each piece captures the spirit of the property through vivid storytelling, paired with short, skimmable sidebars ("On the Menu," "Room to Book," "It's in the Details," etc.) that highlight design, dining, and nearby activities.



STOPOVER

A visually engaging two-page guide to top-tier layover destinations, showing how to turn a brief stay into a memorable experience. Each *Stopover* curates the best of a city in 24 to 48 hours, from stylish neighbourhoods and noteworthy restaurants to art, culture, and lesser-known gems that reward the curious traveller.



TRAVEL ESSENTIALS

A curated, themed roundup of smart finds for modern travellers, from clever gear and entertaining must-haves to sustainable favourites. This visual page includes 2-3 lines of description for each product, plus pricing and website.



INTERVIEW

A conversational Q&A with influential voices in travel, culture, and design — from celebrated chefs and bestselling authors to visionary entrepreneurs. Interviews reveal what inspires them, how travel shapes their perspective, and which spots they love most in a destination that's meaningful to them.



FEATURES

Immersive storytelling from *Offshore's* network of accomplished writers across North America. These narrative-driven articles explore the world through food, culture, adventure, and wellness, offering readers a deeper sense of place and perspective.

Content themes to inspire and excite our readers all year round



SPRING

THEME: HOBBIES, CRAFTS & CULTURE

- **Stories:** Dark sky Astro tourism in Africa
- **Stopover:** Mexico City (arts & culture)
- Hands-on **workshops** to take around the world
- Learning from the locals in **Vietnam**

Publication date:
Tuesday, March 17, 2026



SUMMER

Publication date:
Thursday, June 18, 2026



FALL

Publication date:
Tuesday, September 15, 2026



WINTER

Publication date:
Tuesday, November 24, 2026



GET INSPIRED

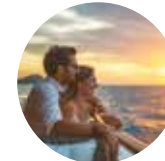
Destinations ...

how to get there and where to stay



First-hand experiences ...

real people in real places



Cruising ...

see the world, discover the last frontier



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

Muskoka Edition

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).

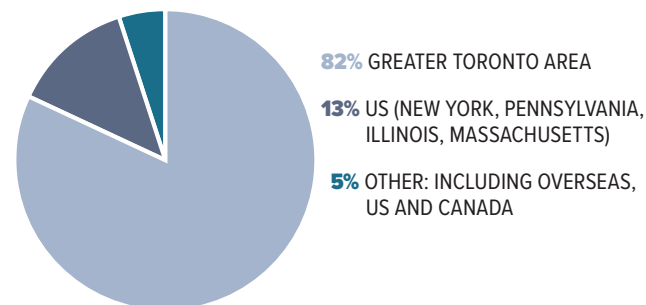
41,748 subscribers (30,000 print, 16,748 digital):

- ▶ 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

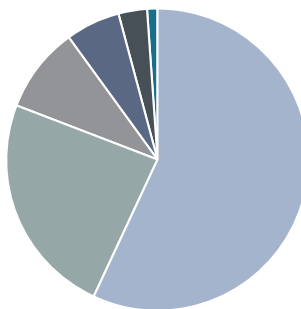


PERMANENT RESIDENCE LOCATION

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



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

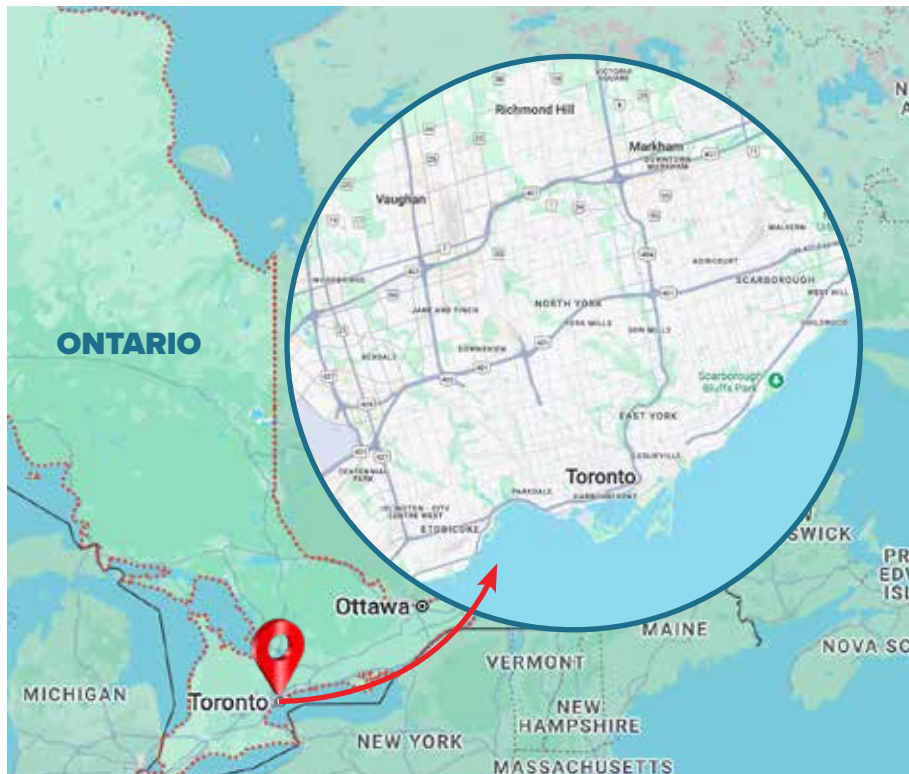
Greater Toronto Area Editions

STRATEGIC DELIVERY TO **41,748 READERS** (25,000 print, 16,748 digital)

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.

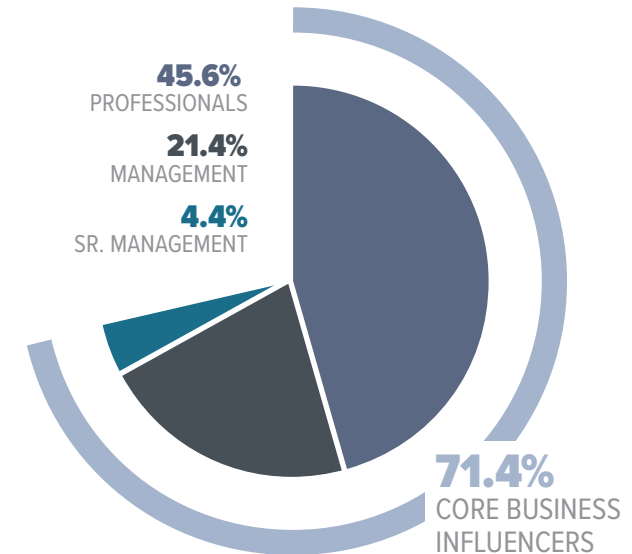
DISTRIBUTED THROUGH THE GLOBE AND MAIL

Targeted to key neighbourhoods throughout the Greater Toronto Area



OUR READERS

- Well-informed
- Affluent
- Business leaders
- Influencers



Material Closing Dates

	Spring 2026	Summer 2026	Fall 2026	Winter 2026
Custom Content	February 13	May 1	August 14	October 23
Advertising	February 24	May 13	August 25	November 3
Publication Date	March 17	June 18	September 15	November 24

Mechanical Specifications

All dimensions are **width x depth** in decimal inches.

Size	Bleed Size	Trim Size
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"

Custom 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

Material Upload

Please send advertising and custom content materials by email to **Wayne Labourn** at **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.

Production Contact

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