

# OFFSHORE

TRAVEL AT ITS FINEST

Media Kit  
2023



*“To travel is to live.”*

—Hans Christian Andersen

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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.

Published four times a year, OFFSHORE is filled with carefully curated adventures, exclusive experiences, the chicest resorts and hotels, executive-class transportation, and faraway destinations. Distribution is highly targeted.

OFFSHORE is strategically delivered to the right audience in upscale neighbourhoods and postal codes, offering you a captive audience. At OFFSHORE, we believe that delivering your message to the right people, the most efficient and effective way to market your luxury travel product.

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 GTA. The Summer edition is delivered to the docks of affluent residents, in partnership with Hideaways, an upmarket magazine presenting an architectural tour of Ontario's spectacular Muskoka region, highlighting regional points of interests such as cultural assets, specialty businesses, stunning gardens, and outdoor attractions.

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

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**Instagram:** OffshoreTravelMag  
**Twitter:** TravelOffshore

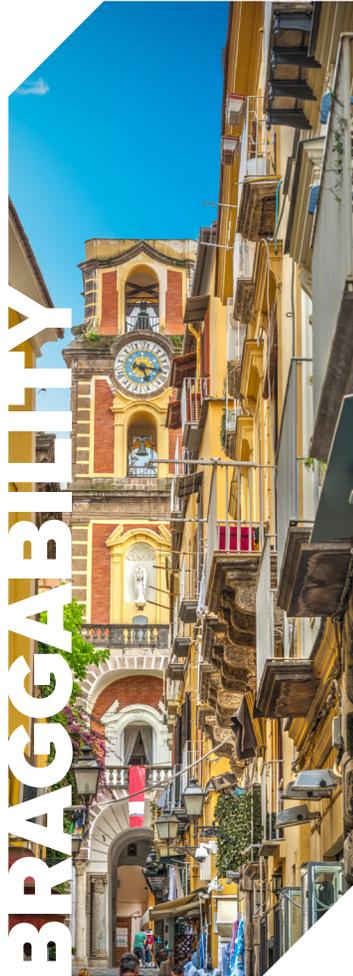
Baxter Media is Canada's premier travel trade publisher with 75 years of experience.



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



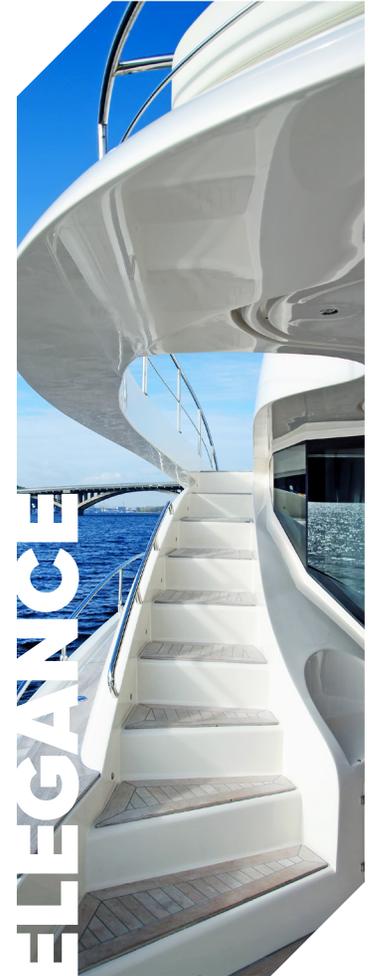
it's not always the most glamorous moments that make for the best stories



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**

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**THE ADVENTURE TRAVEL ISSUE**  
seek out new experiences

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**Caribbean** the latest Caribbean exclusives

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**Cruising** see the world

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**Culinary** wineries worth travelling for

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**Local Travel** extravagance  
in the southern USA

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**Romance** real weddings

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**Insider Tips** off-the-beaten-  
path destinations

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**Report** top new resorts

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Published. Digital edition available at  
[offshoretravelmagazine.com/  
digital-edition/Offshore-spring-2023/](https://offshoretravelmagazine.com/digital-edition/Offshore-spring-2023/)



**SUMMER**

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**EUROPE** wellness getaways

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**Caribbean** everything upscale

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**Cruising** the last frontier

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**Local Travel** luxury getaways

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**Romance** our favourite  
honeymoon destinations

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**Insider Tips** must-have road  
trip travel accessories

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**Report** the best summer wines

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Pub date: Thursday, June 22, 2023

## FALL

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**THE SOLO TRAVEL ISSUE** insights and adventures for the solo globetrotter

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**Caribbean** southern vibes

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**Cruising** the Great Lakes and beyond

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**Culinary** unique dishes around the world

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**Local Travel** autumn escapes

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**Romance** European getaways

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**Insider Tips** the best luxury shopping destinations

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**Report** the best airport lounges

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**Exploring Canada and the US**  
Discover your own backyard

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Pub date: Tuesday, September 12, 2023



## WINTER

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**THE TRAVEL TRENDS ISSUE** keeping up with the trailblazers

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**Caribbean** sunny escapes

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**Cruising** Christmas market river cruises

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**Culinary** distilleries around the world

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**Local Travel** chasing snowscapes

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**Romance** New Years' Eve abroad

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**Insider Tips** cure the winter blues at these beautiful beaches

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**Report** the ultimate winter holiday cocktail menu

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Pub date: Tuesday, November 23, 2023

**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 (ROP Hideaways).

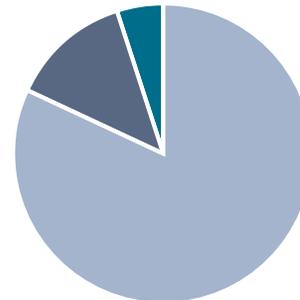
**30,000 copies:**

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

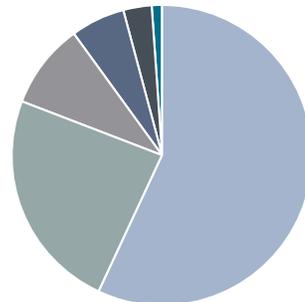


**PERMANENT RESIDENCE LOCATION**

**\$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\*

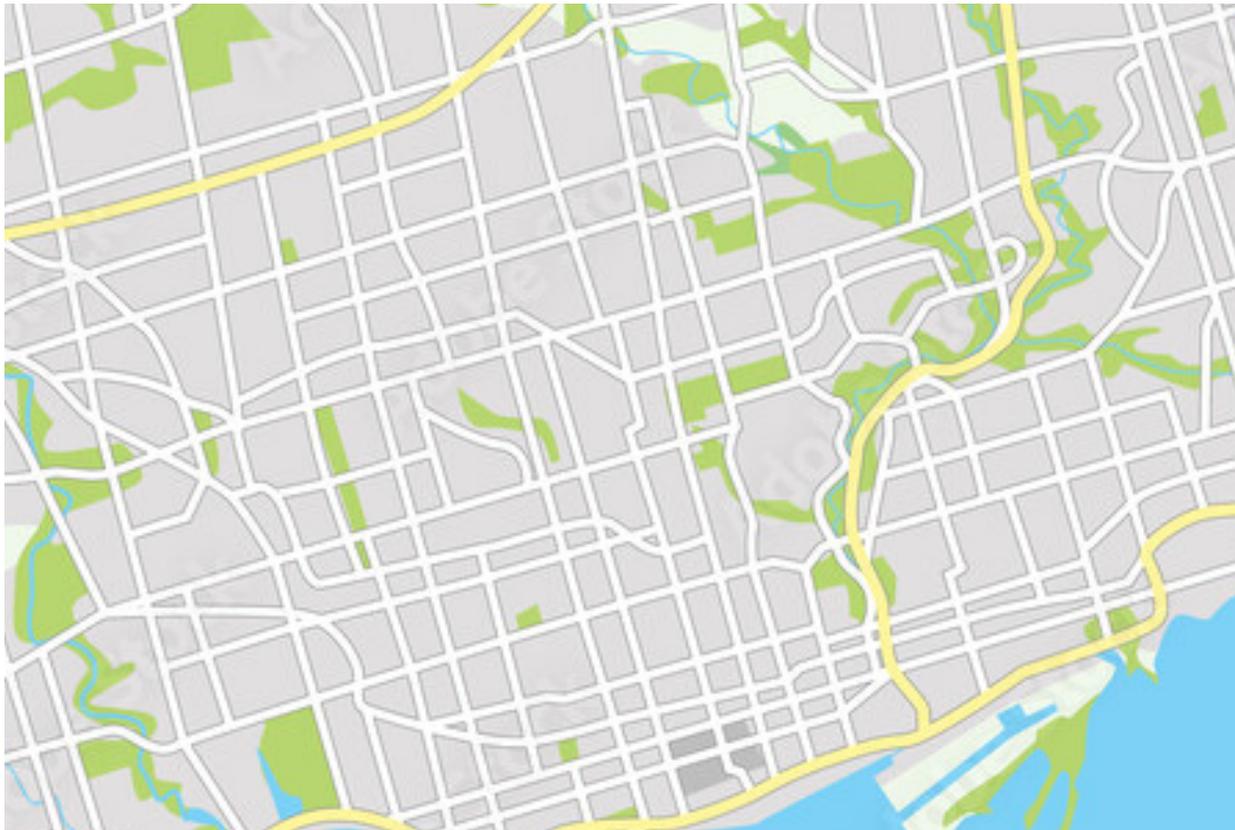
**3-5** AVERAGE NUMBER OF **BOATS/WATERCRAFT** AND/OR **HIGH-END LUXURY VEHICLES** OWNED BY OUR READERS

## 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.

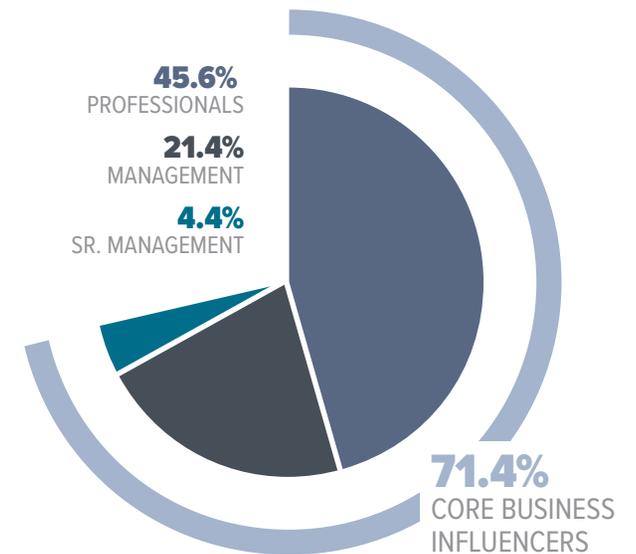
### GREATER TORONTO AREA

25,000 copies strategically delivered to key influencers throughout the GTA



#### OUR READERS

- Well-informed
- Business leaders
- Affluent
- 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	\$5,659



**Note: 15% discount on second custom content or advertising if placed in two consecutive issues**

## Material Closing Dates

	<b>Spring 2023</b>	<b>Summer 2023</b>	<b>Fall 2023</b>	<b>Winter 2023</b>
<b>Custom Content</b>	February 23	May 11	August 17	October 26
<b>Advertising</b>	February 28	May 18	August 22	October 31
<b>Publication Date</b>	March 21	June 22	September 12	November 21

## 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 Contacts

**Wayne Labourn, Production Manager**  
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## Material Specifications/Delivery

Material should be supplied as high resolution CMYK PDF. Please send advertising and custom content materials by email to **Wayne Labourn (wlabourn@baxter.net)** and CC'd to **Faith Farazi (ffarazi@baxter.net)** or as a link through large-file transfer service(s) such as WeTransfer, DropBox etc.