

OFFSHORE

TRAVEL AT ITS FINEST

Media Kit
2024



“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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Socialize with us
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



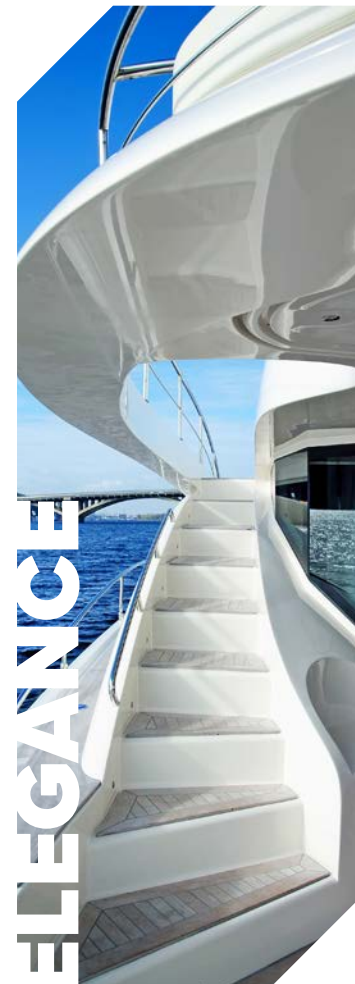
it's not always the
most glamorous
moments that make
for the best stories



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

THE ADVENTURE TRAVEL ISSUE
seek out new experiences

Caribbean the latest Caribbean exclusives

Cruising see the world

Culinary wineries worth travelling for

Local Travel extravagance
in the southern USA

Romance real weddings

Insider Tips off-the-beaten-
path destinations

Report top new resorts

Pub date: Tuesday, March 19, 2024



SUMMER

THE TRAVEL TRENDS ISSUE keeping
up with the trailblazers

Caribbean everything upscale

Cruising the last frontier

Local Travel luxury getaways

Romance our favourite
honeymoon destinations

Insider Tips must-have road
trip travel accessories

Report the best summer wines

Pub date: Thursday, June 20, 2024

FALL

THE SOLO TRAVEL ISSUE insights and adventures for the solo globetrotter

Caribbean southern vibes

Cruising the Great Lakes and beyond

Culinary unique dishes around the world

Local Travel autumn escapes

Romance European getaways

Insider Tips the best luxury shopping destinations

Report the best airport lounges

Pub date: Tuesday, September 10, 2024



WINTER

THE WELLNESS TRAVEL ISSUE rejuvenate and relax in style

Caribbean sunny escapes

Cruising Christmas market river cruises

Culinary distilleries around the world

Local Travel chasing snowscapes

Romance New Years' Eve abroad

Insider Tips cure the winter blues at these beautiful beaches

Report the ultimate winter holiday cocktail menu

Pub date: Tuesday, November 19, 2024



HIGHLY TARGETED

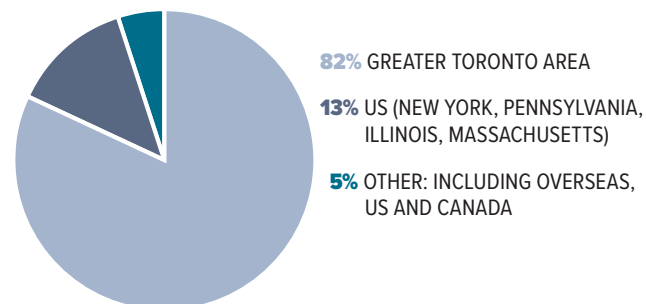
Muskoka's cottage country is an exclusive pocket of recreational homes two hours north of Toronto where the many celebrities, executives, and international residents who enjoy seasonal homes, spend time perusing the quality content delivered to them by OFFSHORE (ROP Hideaways).

30,000 copies:

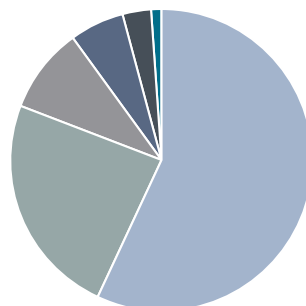
- ▶ Hand-delivered to the cottages of Muskoka's most exclusive lakes
- ▶ Available for pick-up in select Muskoka businesses and retailers
- ▶ OFFSHORE is available in-flight with FlyGTA
- ▶ OFFSHORE is also distributed in digital format to travel agencies across Canada selling luxury travel.

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
WEEKS **DURATION**

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

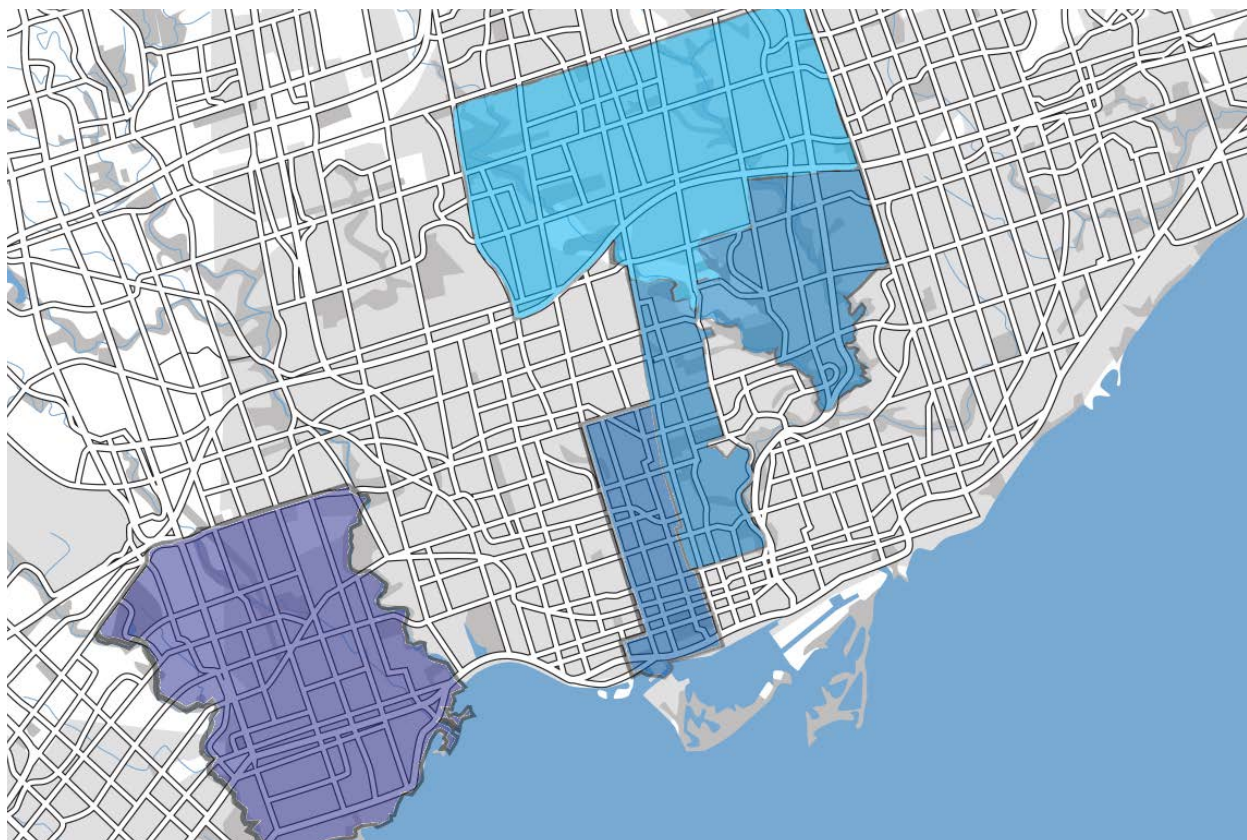


STRATEGIC DELIVERY TO 25,000 READERS

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.

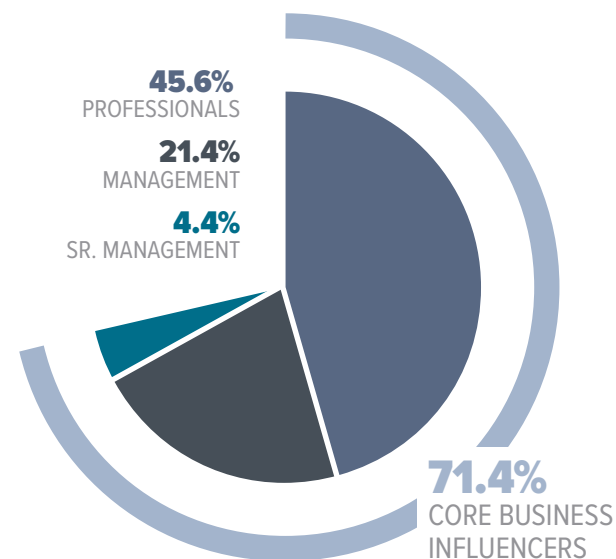
GREATER TORONTO AREA

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	\$5,695



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

Material Closing Dates

	Spring 2024	Summer 2024	Fall 2024	Winter 2024
Custom Content	February 15	May 2	August 8	October 17
Advertising	February 27	May 15	August 20	October 29
Publication Date	March 19	June 20	September 10	November 19

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

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"

Production Contacts

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Material Upload

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