



www.canadiangeographic.ca

Travel Southeast will focus on educating Canadians about the active, cultural and eco-tourism opportunities, inspiring them to take advantage of the diverse activities the Southeast offers. Why Canadian Geographic Travel Magazine? Because CGT is a large and respected award-winning Canadian magazine—no other can deliver the same reach of target, efficiencies, and qualitative strength. In addition STS members receive 37% off rates and \$18,000 in added value.

37% STS MEMBER DISCOUNT FOR SPACE November 2010 Issue!

ON SALE
10/22/10

SPACE
8/26/10

MATERIAL
9/1/10

FOUR COLOR RATES (net USD)

Full Page & full page editorial \$14,100

½ Page & ½ page editorial \$8,460

⅓ Page \$5,525

ADDED VALUE!

- Toronto Outdoor Adventure Show- attendance of over 20,000 and magazine will be handed out at the show-February 2011. Each partner can provide 300 brochures to be given out at the Canadian Geographic Booth at the show.
- Tell Me More In Book- 25 word listing with photo and logo and website address.
- STS Link provided on Canadian Geographic Website to show complete Feature.
- Tracking Domain Name-Canadian Geographic will provide each partner with a domain name at no charge for tracking purposes.
- Each advertiser purchasing a full or ½ page ad will get the equivalent size for editorial at no extra charge. All advertisers will receive \$18,000 in Web added value. (No Charge)

CIRCULATION 126,000

DEMOGRAPHICS Average Age 45

WEB COMPONENT – More Added Value!

- Web-Feature Destination-Travel advertorial will be posted on the Canadian Geographic Website from November 2 2010 until April 30, 2011 and with a change opportunity from April 2011 – September 2011.
- Each partner will provide 400-500 words of copy plus 3-5 photos (for each 6 month period) Value \$12,000
- Digital e-newsletter. The advertorial program will be promoted in two subscriber based e-newsletters (circulation 73,000) within the year, appearing the 3rd week of December 2010 and 3rd week March 2011. Value \$4,000
- 4) STS Link—provided on Canadian Geographic Website to show complete Feature.

CONTACT

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