

Your home
for discovery.

Travelier.ca

Travelier

Welcome to
your new home
base for fresh
travel adventure.

Travelier is Canada's new travel website and print magazine, delivering modern, accessible and inspiring travel stories to discerning Canadian travellers.

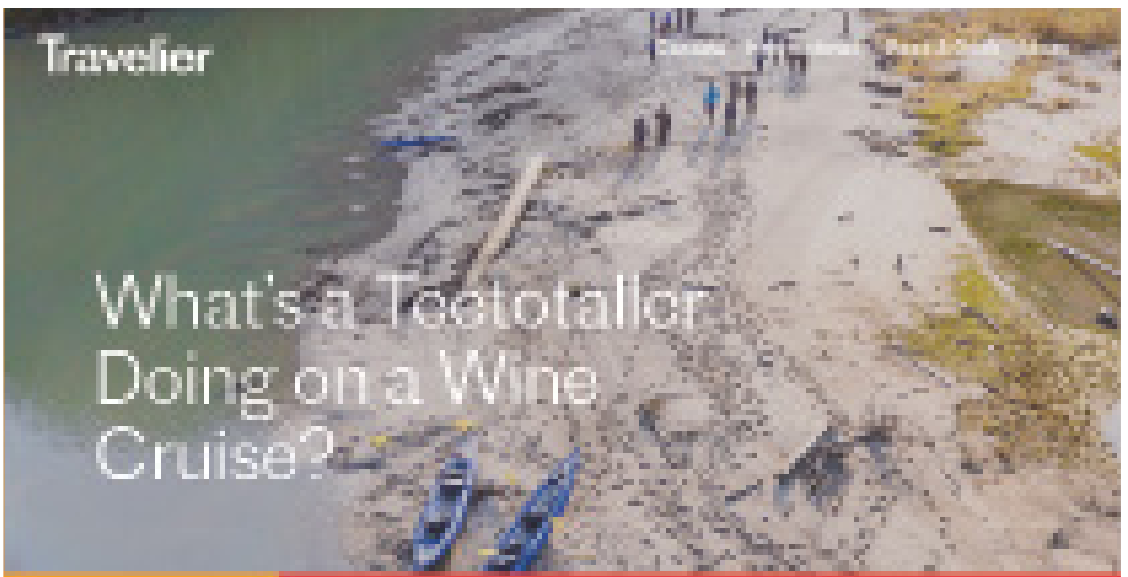
With 75% Canadian and 25% international content, Travelier.ca highlights **travel, food** and **culture** in Canada and around the world, complete with cool destination ideas for everything from **short getaways** to **full-fledged adventure**.

In early 2021, a companion print magazine will launch as well, published quarterly, with an initial circulation of 10,000.

Our current consumer e-mail database is **24,000 subscribers**, with projected numbers to hit **+30,000** by mid 2021.

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What's a Teetotaler Doing on a Wine Cruise?

Local Harolds love to scour the Salish Sea between Vancouver Island and the BC coast.

I can't drink alcohol...a hiking allegory keeps me preoccupied as the insight and wisdom I gathered the night I left Vancouver means I can't let it slip. I'm in a Salish Sea Wine Cruise. I don't drink alcohol, so I don't know what to do. I don't know what to do. I don't know what to do.


My new friend.

"Can't drink wine?" she asked, no doubt wondering if the hiking thing would be to push me quickly overboard.

Finally, I was able to find a way to spend a week working in the gears of it, up and down, but I really wanted to explore the Salish Sea. Luckily, there's programming in all the non-alcoholic gaps and I enjoyed every minute of it.

The voyage was a blend of explorations—geographical, cultural, gastronomic and oenological. We filled the back with the music of the Salish Sea, looked for shorebirds on distant beaches, learned about the Indigenous people of the area, tasted vineyards and wineries and

Local Harolds love to scour the Salish Sea between Vancouver Island and the BC coast.



Leading the charge on and off the Columbia were 8 women: Kevin Smith and Melissa Clarke and, of course, the. All have walked with me for 10 days but have the.

The great advantage of not drinking is getting the job done. Picking up a cup of coffee, a delicious shot of

The voyage was a blend of explorations—geographical, cultural, gastronomic and oenological.

And you will look beautiful, cool and graceful in your new wine glasses. As each course made its way up, our group found late apples. "It's not like" to

It's a great advantage of not drinking is getting the job done. Picking up a cup of coffee, a delicious shot of

Travelier.ca is your guide to tripping the Canadian fantastic.

Showcase your destination or travel service and build brand awareness.

Take advantage of our exciting advertising opportunities that will help you realize your goals via custom marketing solutions and bold ad campaigns. Connect with and engage your audience through bespoke advertising based on your specific needs, including sleek packages that integrate social media, digital and print.

Website Rates

		3 months	6 months	12 months
Square	250 X 250px	\$3,000	\$5,400	\$10,200
Double	250 x 500px	\$5,220	\$9,400	\$17,745
Leaderboard	728 x 90px	\$7,500	\$13,500	\$25,500
Banner	728 x 90px	\$6,000	\$10,800	\$20,400
Skyscraper	160 X 600px	\$2,550	\$6,885	\$8,670

Sponsored News Story

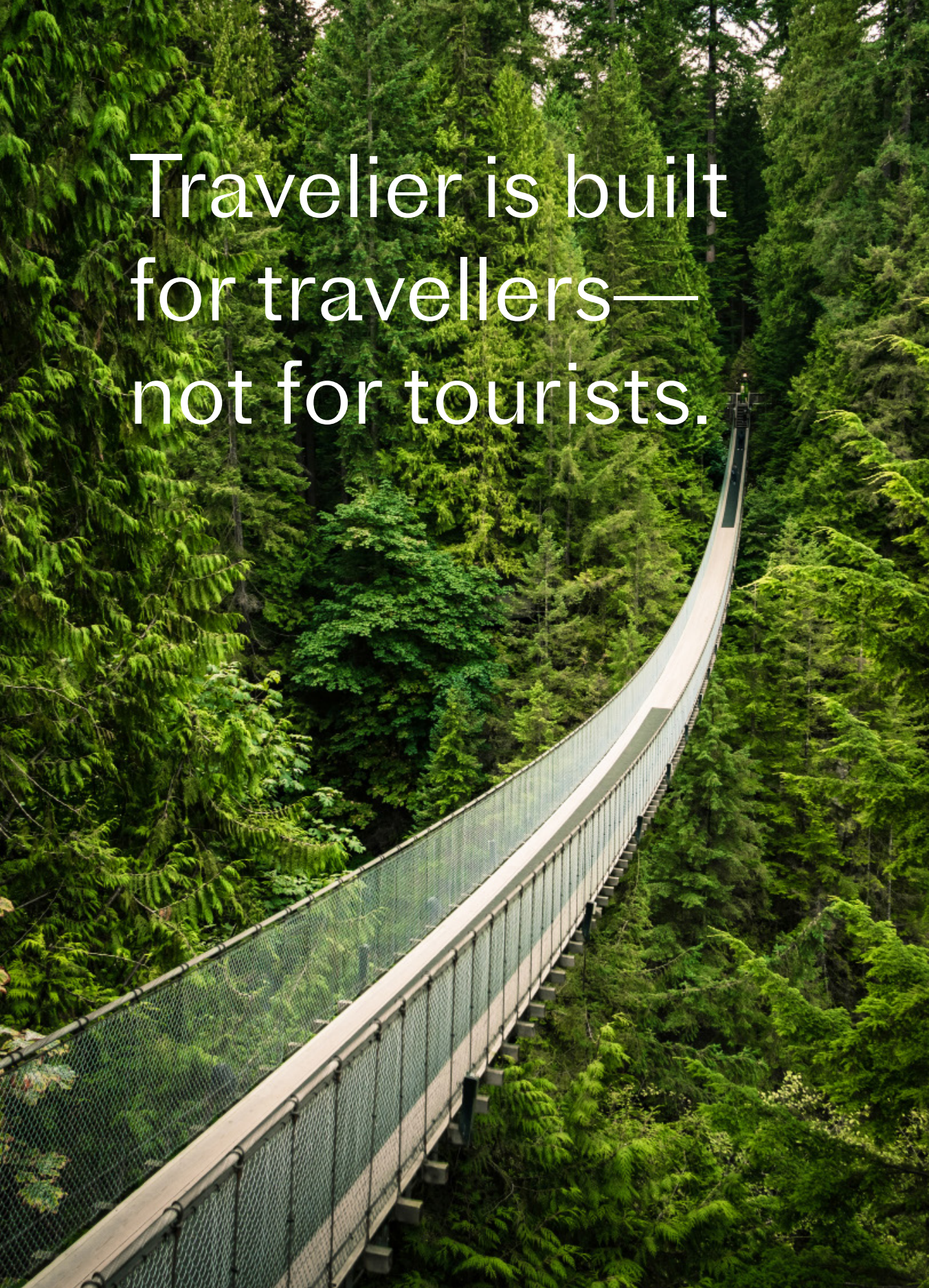
Custom rates per number of stories, starting at \$750

Newsletter Sponsorship

Sponsor our biweekly email newsletter with a banner ad, an image and a 30-word sponsor message: \$3,500

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Travelier is built
for travellers—
not for tourists.



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Travelier Readers

The Demographic

- » Savvy, experienced travellers with diverse backgrounds, identities and orientations
- » Successful, driven 25- to 35-year-olds who perhaps haven't yet started a family
- » Established mid-career 35- to 50-year-olds with money to stretch their travel wings
- » Enlightened 50+ travellers looking for things to do in their semi-retirement
- » Travel two or more times a year within Canada and at least two times a year outside Canada

The Mindset

- » Think travel is a necessity, not a luxury
- » Spend money on their travel "wish list" without guilt
- » Want a real connection to nature, people and places
- » Thrive on authentic cultural experiences and ideas
- » Appreciate insider, service-oriented travel advice
- » Expect travel variety
- » Not afraid to "wing it" if they have to



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Roadmap

Our stories are both timely and on-trend. We deliver exciting new insights, introducing readers to exciting people and places across the country and around the world.

Canada

Our stories are bursting with national pride. They relate to seasonal, regional highlights, new or iconic, exploring why you need to visit. Our coverage reaches across every Canadian environment—seaside, mountain, valley, prairie, forest, lake, island.

International

Personal essays and service-oriented guides set readers up for a short-haul getaway or an epic bucket-list adventure.

Food & Drink

Our culinary stories have a seasonal Canadiana hook—an easy recipe, a food back story, a chef profile, a hot restaurant, a how-to lesson, cocktail recipes, wine tips and more.

Ideas

Add these visual travel moments and inspiring experiences to your travel wish list.

Travelier

We play well with others.

Reach out anytime to discuss rates
and info, partnerships and promotions.

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A photograph of two lit teepees in a snowy field at night. The aurora borealis is visible in the sky, glowing in shades of green and yellow. The teepees are illuminated from within, casting a warm orange glow. The background consists of dark evergreen trees.

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