

Your home  
for discovery.

[Travelier.ca](https://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.

**Travelier**



# 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

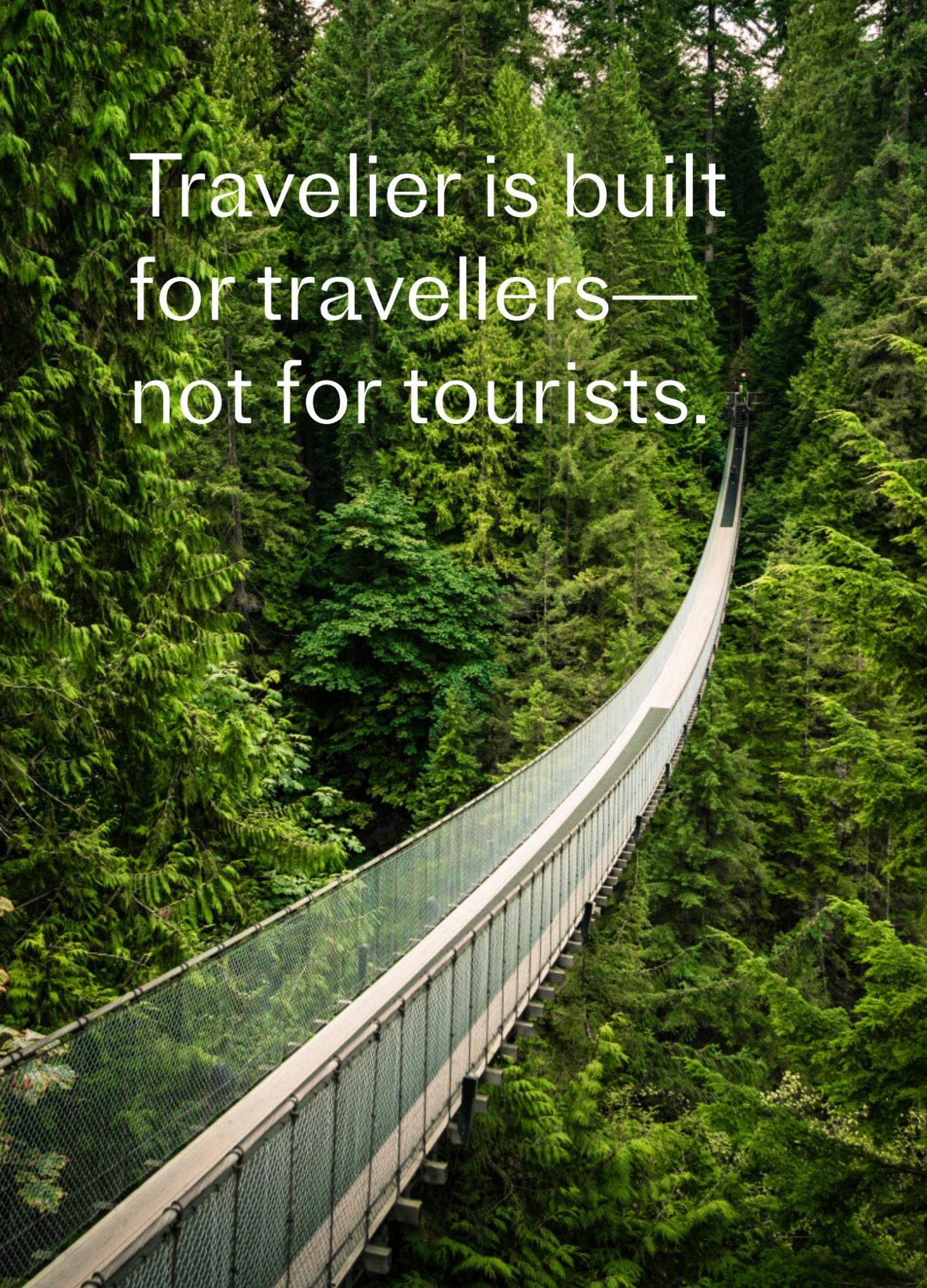
Custom rates per number of stories, starting at \$750

## 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

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- » 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

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- » 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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# Travelier.ca

## 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

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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

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

### Food & Drink

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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

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

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# We play well with others.

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

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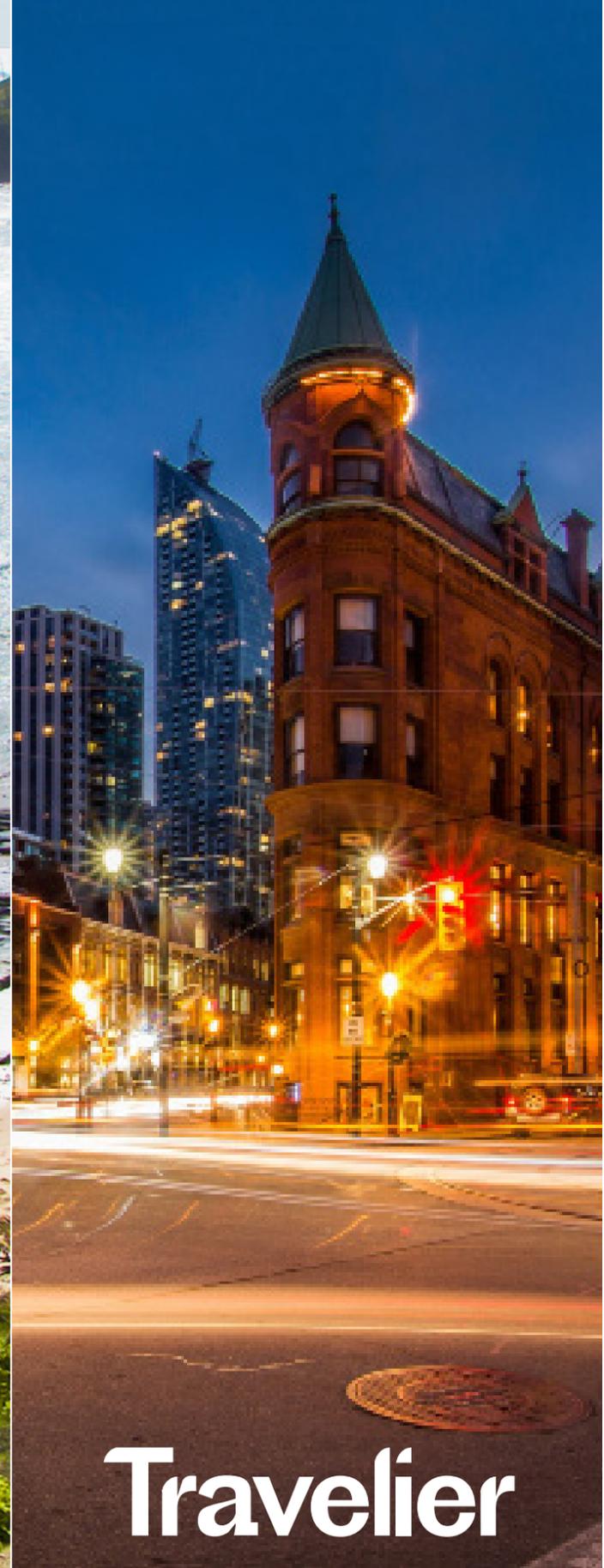
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A photograph of two lit teepees in a snowy field at night. The aurora borealis is visible in the sky, glowing in shades of green and yellow. The teepees are illuminated from within, casting a warm orange glow. The background consists of dark evergreen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

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