

2025

MEDIA

KIT

Travel News Today



ABOUT US

Canada’s go-to digital news source for travel agents, advisors, and the travel trade.

We deliver timely industry updates, destination features, supplier spotlights, and strategic insights that help travel professionals sell smarter.

01 AUDIENCE SNAPSHOT

Primary Audience
Canadian travel agents, tour operators, consortia, and trade professionals

Geographic Focus



02 WEBSITE DISPLAY ADVERTISING (CPM-BASED)

Placement	Size (px)	Rate (USD)
Leaderboard (Top)	728×90	\$25 CPM
Medium Rectangle (MPU)	300×250	\$20 CPM
Run-of-Site (ROS)	300×250 or 728×90	\$15 CPM
Homepage Takeover	Custom	\$3,500/month

03

EMAIL NEWSLETTER ADVERTISING (1X PER WEEK)

Placement	Size (px)	Rate (USD)
Featured Banner (Top)	600×150	\$1,250 per send or \$40 CPM
Inline MPU	300×250	\$750 per send or \$25 CPM
Sponsored Issue (Full)	Full coverage	\$2,500 per send

04

SPONSORED CONTENT & EDITORIAL

Format	Description	Rate (USD)
Sponsored Article	500–800 words, 1 image, 1 link, optional byline	\$3,000
3-Part Editorial Series	Thematic series aligned with editorial calendar	\$5,000
Hotel/Resort of the Month	Article + banner + newsletter + social bundle	\$6,500

05

SOCIAL MEDIA & VIDEO ADD-ONS

Format	Description	Rate (USD)
Branded Video (1–2 mins)	Website embed + organic social distribution	\$2,000
Social Post (Static)	Post with brand message, link, image	\$500–750
Social Post + Video Teaser	Short-form cut for IG, FB, LinkedIn	+\$250 add-on





06

CUSTOM BUNDLES AVAILABLE

Let us build a fully integrated campaign for your destination, resort, or travel brand.

Options include

- Newsletter + Web Display + Sponsored Article
- Hotel of the Month Sponsorship
- FAM Trip Promotions
- Multi-month Discount Packages
- Contact us to discuss a tailored solution.

07

SPECS & DEADLINES

Ad Type	Size (px)	File Types	Lead Time
Website Banners	728×90, 300×250	PNG, JPG, GIF	5 business days
Newsletter Banners	600×150, 300×250	PNG, JPG	5 business days
Sponsored Articles	Word document + 1–2 images	DOCX, JPG	7 business days
Video Submissions	Max 2 min, 1080p+	MP4	10 business days

CONTACT

Advertising & Sponsorship Inquiries

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