DISCOVER NEW YORK STATE

My Passion Media Inc., Publishers of Canadian Traveller, Explore, and Key Notes on Travel magazines are pleased to partner with NYSTIA to offer four opportunities for NYSTIA members to reach the lucrative Canadian travel and adventure markets in 2020.

My Passion Media is the only Canadian publishing company that gives clients access to both travel trade and consumer audiences via print, digital and content marketing programs. All campaigns are centered around storytelling designed to educate and inspire our readers.

PARTNER PACKAGE 1: New York Yours to Discover

In March, Canadian Traveller will publish our third annual New York Yours To Discover guide - just in time for summer planning season!

This guide will be distributed in Canadian Traveller spring 2020 (on newsstands March 16), and also be sent to our 9,000 travel trade subscribers.

Total distribution:
25,000 print
20,000 digital

Ad Materials Deadline: January 20/20

PARTNER PACKAGE 2: Explore New York

In September 2020 the subject of the “Explore the USA” feature in Explore magazine will focus on outdoor adventure in NY State.

This issue will be on newsstands and in subscribers’ hands on September 5.

Total Distribution:
25,000 Print
10,000 Digital

All participants will receive editorial mention in the guide
Booking Deadline: June 30/20
Ad Materials Deadline: July 10/20

PARTNER PACKAGE 3: Winter Playgrounds

In December 2020, Canadian Traveller will publish a feature on Winter Playgrounds in North America.

NYSTIA members who participate will each receive dedicated editorial, including first-person commentary/testimonial from a writer who has experienced your region.

This issue will be on newsstands mid-December through mid-March

Total Distribution:
25,000 Print
20,000 Digital

Ad Materials Deadline: October 12/20
Material Deadline: October 19/20

PARTNER PACKAGE 4: Digital Only

For those who want to reach online audiences only OR who want to amp up their buy with more digital presence!

100,000 Online banner ad impressions - 3 months (Run of Network)

4 eNewsletter ads (size 300x250)

1 Dedicated Online Storytelling Article

NYSTIA Partner rate: $3,600 (Value $4,900)

Ad Materials Deadline: October 12/20

Digital campaigns can run any time throughout 2020. Must be complete by Dec 31/20
NYSTIA Partner Package Includes:
25,000 RON Online Banner Impressions
4 eNewsletter Banner Ads (300x250)
1 Dedicated Online Storytelling Article
1 Print Ad

NYSTIA Partner Package Rates:
Sixth page 2.5”w x 4”h:
$2,400 Value of $5,218
Third page 5.0625”w x 4”h:
$2,900 Value of $6,226
Half page 7.2575”w x 4”h:
$3,500 Value of $7,520
Full page 7.2575”w x 8.5”h:
$5,200 Value of $9,839

SPECIAL:
Participate in two options and receive a further 10% OFF
Participate in three or four and receive 15% OFF

CAMPAIGN ELEMENTS:
Online Banner Impressions: All MPM sites are built fully responsive meaning ads are served in real time as the reader scrolls and based on the device they’re using. Impressions will be run over a minimum three-month period.

eNewsletter Banners: Canadian Traveller’s Where Next? is sent on Saturdays to opt-in subscribers. Explore’s Live The Adventure is sent on Tuesdays. Banner ads are 300x250.

Online Storytelling Articles: Written by MPM writers with your direction, these will publish in the month(s) of your choice. They are 500-600 words and include images and a link to your URL. Articles are promoted in our eNewsletter and on all applicable social channels. Lead-time for creation is five weeks.