

Selling Canada is an exciting travel trade publication brought to you by the industry's leading trade publishing house, BMI Publishing, in partnership with the Canadian Tourism Commission and distributed to UK and Irish travel trades.

WHY GET INVOLVED

- This will be THE UK trade reference source for all things Canada
- It will raise awareness of the destination and inspire the trade to sell more of Canada
- It will offer practical advice on how the UK trade can secure sales from the 5 million Brits who say they want to visit Canada over the next two years
- It can showcase your product in a positive editorial environment
- It will build your brand's awareness among the UK and Irish travel trades

WHAT'S IN IT?

- *Selling Canada* will offer positive and comprehensive editorial on Canada's tourism news, products and key experiences
- It will give advice and feedback on trade events, training, fam trips and workshop opportunities
- There will be updates and interviews with the Canadian Tourism Commission team
- Plus news and offers from tour operators, attractions, hotels and airlines
- There will be city, province and territory profiles
- Agents will provide personal experiences of visits to Canada and sales success stories
- We'll give agents reasons to book Canada
- There will be competitions and incentives



- Regular extended features will be themed:
 - * Canadian Signature Experiences
 - * In the footsteps of the Silver Screen
 - * Touring Ontario
 - * Top 10 Canadian Rail Journeys
 - * Top 10 Canadian Drives
 - * Quebec's Laurentian Mountains
 - * Winter Sports Preview 2013
 - * Where to see Canada's Wildlife
 - * 100 years of the Calgary Stampede

All content will be written and edited by BMI Publishing's award-winning team, working closely with the Canadian Tourism Commission.

THE FACTS

Publication dates:
March 2012
June 2012
November 2012

Paper: 100% recycled

Format: A4

Distribution: We distribute to 14,925 UK and Irish agents including independents, multiples and miniples, homeworkers, online agencies and tour operator reservation and contracting departments, including top sellers and all agents signed up to the Canada specialist training programme. The CTC in the UK will also distribute the magazine at training events throughout the year.

Going digital: *Selling Canada* is also available online through the Canadian Tourism Commission (www.canadaspecialist.co.uk) and via leading travel trade training magazine *Selling Long Haul* (www.sellinglonghaul.com). Live website and email addresses and search facilities will allow agents to contact those featured quickly and easily. They can also download 'snapshots' of the publication to share with clients or forward by email.

ADVERTISING BOOKINGS

Sally Parker, Publisher
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WHY PROMOTE TO THE UK MARKET?

The UK travel market to Canada is a hugely important one. A recent Global Tourism Watch survey showed that five million people in the UK have said they would like to visit Canada over the next two years.

UK travellers continue to value the service of a travel agent. They turn to experts for reassurance and advice. Top sellers and all agents participating on the Canada Specialist Training programme will receive their own personal copy of *Selling Canada* as part of their training at www.canadaspecialist.co.uk.

Between issues BMI Publishing will keep Canada's trade profile high with dedicated Canada update columns in the March, June and November issues of *Selling Long Haul*.

SISTER PUBLICATIONS

Selling Canada is part of a wider and well-respected portfolio of publications produced by BMI Publishing, the UK's leading travel trade training publisher. Training titles include *Selling Long Haul*, *Selling Short Breaks & Holidays* and *Selling Cruising* plus a wide range of dedicated destination guides. All the magazines are designed to maximise the sales potential of travel retailers.

MAGAZINE ADVERTISEMENT RATES

SIZE	ONE ISSUE	THREE ISSUES (PER ISSUE)
Full Page	£2,500	£1,995
Half Page	£1,250	£995
Quarter Page	£625	£495
Eighth Page	£315	£245
Inside Front Cover	£2,950	£2,360
Outside Back Cover	£2,950	£2,360

SPONSORSHIP OPTIONS

- Wordsearch or competition pages
- Tour operator panels
- City and provincial tourist offices can sponsor a dedicated focus on their destination

BOOKING AND COPY DEADLINES

March issue

Advertising booking deadline: February 2nd 2012
Advertising materials deadline: February 22nd 2012

June issue

Advertising booking deadline: May 3rd 2012
Advertising materials deadline: May 25th 2012

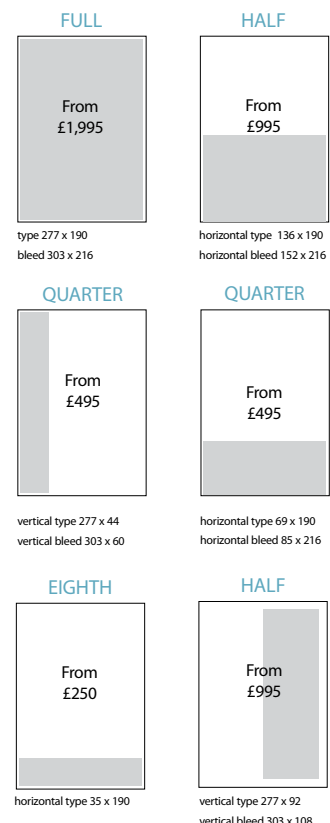
November issue

Advertising booking deadline: September 28th 2012
Advertising materials deadline: October 19th 2012

For a full list of specifications or any other production information contact: production@bmipublishing.co.uk or call Clare Hunter on +44 (0) 20 8649 7233

DIMENSIONS

depth & width in mm (trim size 297 x 210)



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