

A NEW WORLD WITH



# 2019 MEDIA KIT

LOGIMONDE MEDIA BECOMES PAX GLOBAL MEDIA  
CANADA'S MOST RELEVANT TRAVEL TRADE MEDIA



Yes, you've read correctly! **PAX Global Media Inc** is the new name of our company, and the name Logimonde media is a thing of the past.

So, why did we change the name of our company?

A company's name is more than just its identity; it symbolizes both the essence of its personality and its mission. Clients and travel industry suppliers alike – our readers – are attached to a brand, and by extension to its name. Changing it is a challenge internally as well as externally.

LogiMonde media is a name I chose 26 years ago, one that reflected the Quebec market rather than the Canadian one. It's a name that related to my product (essentially "world software") because, at the time, I was operating a large database of subscribers through fax, and later email. This identity is no longer representative of the current industry and the existing market.

This year, we will take an important international position. Our new name befits our desire to establish the company in all directions and to address a wider market: PAX Global Media is the logical next step.

Using "PAX" in our new identity reflects how the acronym has become our unofficial trademark in the industry, much more so than LogiMonde, over the past three years.

As a result of our new identity, PAX affiliate products have also changed dramatically.

#### **REVAMPED WEBSITES AND NEWSLETTERS**

The two PAX print magazines and their web counterparts, PAX News, PAX Nouvelles and PAX

News West now form a unified division named PAXEditions.com. We have also renamed our ancillary services to affiliate them more closely with PAX: PAXQuickPresse.com, PAXTravelJobs.com, PAXVideo.com, PAXRSVP.com, PAXWebinar.com, and PAXTravelPhotos.com.

We have also renamed our ancillary services to affiliate them more closely with **PAX**:

#### **PAX EDITIONS.COM**

Websites and newsletters:

- PAXNews
- PAXNouvelles
- PAXNewsWest

Print magazines:

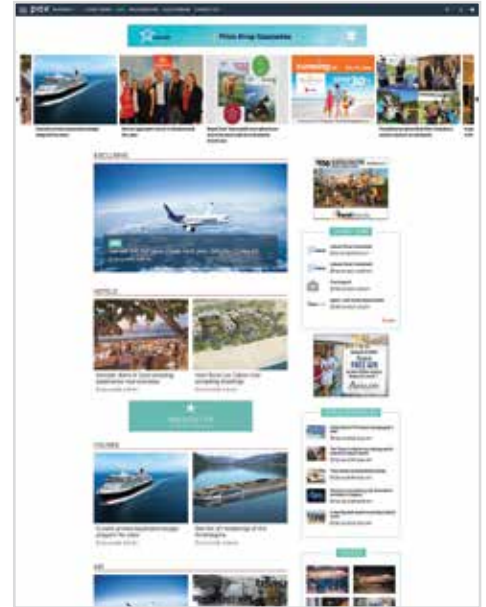
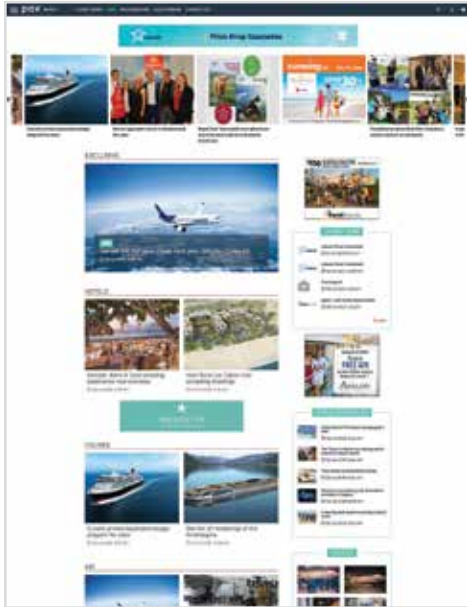
- PAX magazine (English)
- PAX magazine (French)

#### **ANCILLARY SERVICES**

- PAXTravelJobs.com
- PAXQuickPresse.com (Quick Presse.com)
- PAXVideo.com / PAXTravelTV.com
- PAXRSVP.com (QuickRSVP.ca)
- PAXWebinar.com
- PAXTravelPhotos.com (PAXStockPhoto.com)

We're currently the largest travel trade media in Canada, and in 2019, we're set to position ourselves on a global scale. Next year will be an important one for PAXGlobalMedia.com as we take on a new chapter with several exciting projects already on the table. The entire team, along with a few new faces, embraces this next step.

*President, General Manager*  
PAXGlobalMedia.com



PAX EDITIONS is our umbrella division entirely dedicated to written publications, encompassing a total of five publications reaching travel professionals across Canada in two languages: PAX magazine in French and in English, as well as our three news websites, PAX News, PAX Nouvelles and PAX News West.

### 5 publications

- PAX News
- PAX News West
- PAX Nouvelles
- PAX magazine French
- PAX magazine English

### News Categories

- Air
- Cruises
- Hotels
- People
- Buzz
- Paxorama
- Industry Scoops



## Canada's Most Relevant Travel Trade News



- National reach
- Influential and established
- Rigorous, continuous news coverage
- Exclusive and original content
- PAX+ advertorials available
- Useful tools for both agents and suppliers

### HOME PAGE

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner (visible everywhere)	\$850	\$9,890	\$20,995	\$28,450	\$39,780
Slider banner block (2 spaces available)	\$650	\$7,565	\$16,055	\$21,760	\$30,420
Big Box	\$400	\$4,655	\$9,880	\$13,390	\$18,720
Mega Skyscraper	\$600	\$6,985	\$14,820	\$20,085	\$28,075
Super Mega Skyscraper	\$650	\$7,565	\$16,055	\$21,760	\$30,420
Standard banner (between articles)	\$575	\$6,690	\$14,200	\$19,250	\$26,900
Footer (visible everywhere)	\$625	\$7,270	\$15,435	\$20,925	\$29,250
Fixed footer	\$900	\$10,475	\$22,230	\$30,130	\$42,120
Smart video-inline (15 sec video max)	\$1,200	n/a	n/a	n/a	n/a
Parallax background/takeover/wallpaper	\$1,800	n/a	n/a	n/a	n/a

### INSIDE THE ARTICLES

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Big Box	\$460	\$5,355	\$11,360	\$15,400	\$21,520
In-feed	\$800	\$9,310	\$19,760	\$26,780	\$37,440
Mega Skyscraper	\$690	\$8,040	\$17,030	\$23,040	\$32,240
Super Mega Skyscraper	\$750	\$8,730	\$18,525	\$22,110	\$35,100

### CATEGORY/ SECTION PAGES

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Standard banner (between content blocks)	\$515	\$6,000	\$12,720	\$17,240	\$24,100

### Sponsored content

Article published on of our news sites (PAX section + homepage) in collaboration with the editorial team + publibox in the newsletter. Quote to be provided upon request.

For technical specifications and details of advertising formats, refer to our banner sizes chart.



## Quebec's Most Relevant Travel Trade News



- 100% French content
- Created specifically for the Quebec market
- National reach
- Influential and established
- Rigorous, continuous news coverage
- Exclusive and original content
- PAX+ advertorials available
- Useful tools for both agents and suppliers

### HOME PAGE

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner (visible everywhere)	\$725	\$8,435	\$17,905	\$24,270	\$33,930
Slider banner block (2 spaces available)	\$550	\$6,400	\$13,585	\$18,410	\$25,740
Big Box	\$340	\$3,955	\$8,395	\$11,380	\$15,910
Mega Skyscraper	\$510	\$5,935	\$12,595	\$17,075	\$23,865
Super Mega Skyscraper	\$550	\$6,400	\$13,585	\$18,410	\$25,740
Standard banner (between articles)	\$485	\$5,645	\$11,980	\$16,235	\$22,695
Footer (visible everywhere)	\$530	\$6,170	\$13,090	\$17,745	\$24,800
Fixed footer	\$765	\$8,900	\$18,895	\$25,610	\$35,800
Smart video-inline (15 sec video max)	\$1,025	n/a	n/a	n/a	n/a
Parallax background/takeover/wallpaper	\$1,510	n/a	n/a	n/a	n/a

### INSIDE THE ARTICLES

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Big Box	\$390	\$4,540	\$9,630	\$13,055	\$18,250
In-feed	\$680	\$7,915	\$16,795	\$22,765	\$31,820
Mega Skyscraper	\$585	\$6,810	\$14,450	\$19,585	\$27,375
Super Mega Skyscraper	\$640	\$7,450	\$15,800	\$21,425	\$29,950

### CATEGORY/ SECTION PAGES

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Standard banner (between content blocks)	\$435	\$5,060	\$10,745	\$14,560	\$20,355

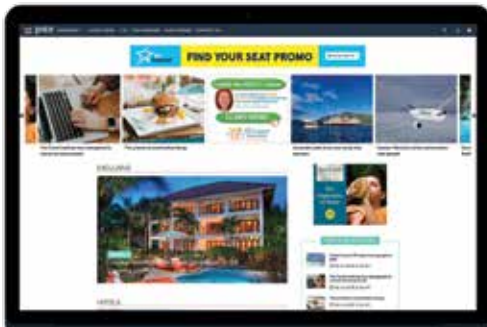
### Sponsored content

Article published on of our news sites (PAX section + homepage) in collaboration with the editorial team + publibox in the newsletter. Quote to be provided upon request.

For technical specifications and details of advertising formats, refer to our banner sizes chart.



## Western Canada's Most Relevant Travel Trade News



- The only travel trade publication created specifically for Western Canada
- Rigorous, continuous news coverage in four provinces (British Columbia, Alberta, Saskatchewan, and Manitoba)
- Influential and established
- Exclusive and original content
- PAX+ advertorials available
- Useful tools for both agents and suppliers

### HOME PAGE

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner (visible everywhere)	\$595	\$6,925	\$14,695	\$19,915	\$27,845
Slider banner block (2 spaces available)	\$455	\$5,295	\$11,235	\$15,230	\$21,295
Big Box	\$280	\$3,260	\$6,915	\$9,375	\$13,100
Mega Skyscraper	\$420	\$4,885	\$10,375	\$14,060	\$19,655
Super Mega Skyscraper	\$455	\$5,295	\$11,235	\$15,230	\$21,295
Standard banner (between articles)	\$400	\$4,655	\$9,880	\$13,390	\$18,720
Footer (visible everywhere)	\$435	\$5,060	\$10,775	\$14,560	\$20,355
Fixed footer	\$630	\$7,335	\$15,560	\$21,090	\$29,485
Smart video-inline (15 sec video max)	\$850	n/a	n/a	n/a	n/a
Parallax background/takeover/wallpaper	\$1,265	n/a	n/a	n/a	n/a

### INSIDE THE ARTICLES

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Big Box	\$325	\$3,780	\$8,025	\$10,880	\$15,200
In-feed	\$560	\$6,515	\$13,830	\$18,745	\$26,200
Mega Skyscraper	\$485	\$5,645	\$11,980	\$16,235	\$22,695
Super Mega Skyscraper	\$530	\$6,170	\$13,090	\$17,745	\$24,800

### CATEGORY/ SECTION PAGES

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Standard banner (between content blocks)	\$360	\$4,190	\$8,890	\$12,050	\$16,845

### Sponsored content

Article published on of our news sites (PAX section + homepage) in collaboration with the editorial team + publibox in the newsletter. Quote to be provided upon request.

For technical specifications and details of advertising formats, refer to our banner sizes chart.

**TOP BANNER (VISIBLE EVERYWHERE)**



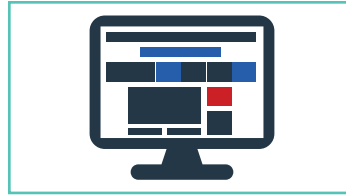
970 x 90 px | 728 x 90 px  
300 x 150 px

**SLIDER BANNER BLOCK (2 SPACES AVAILABLE)**



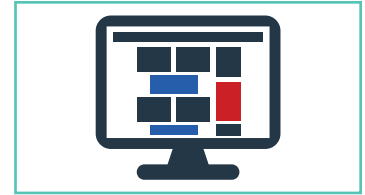
336 x 280 px

**BIG BOX\***



300 x 250 px

**MEGA SKYSCRAPER**



300 x 800 px | 300 x 250 px

**SUPER MEGA SKYSCRAPER\***



300 x 1050 px | 300 x 250 px

**STANDARD BANNER (BETWEEN ARTICLES)\***



500 x 125 px | 300 x 150 px

**FOOTER (VISIBLE EVERYWHERE)**



970 x 250 px | 728 x 250 px  
300 x 150 px

**FIXED FOOTER**



1200 x 150 px | 720 x 100 px  
300 x 150 px

**IN-FEED (WITHIN THE ARTICLE)**



468 x 165 px | 300 x 150 px

**STANDARD BANNER BETWEEN THE ARTICLE (CATEGORY)**



768 x 185 px | 500 x 125 px  
300 x 150 px

**SMART-VIDEO-PARALLAX**



(16:9) 1920 x 1080 px

Your video must be 15 sec max time, play in loop

**PARALLAX BACKGROUND/TAKEOVER/ WALLPAPER**



1920 x 1080 px

**\* Preferred positions available:**

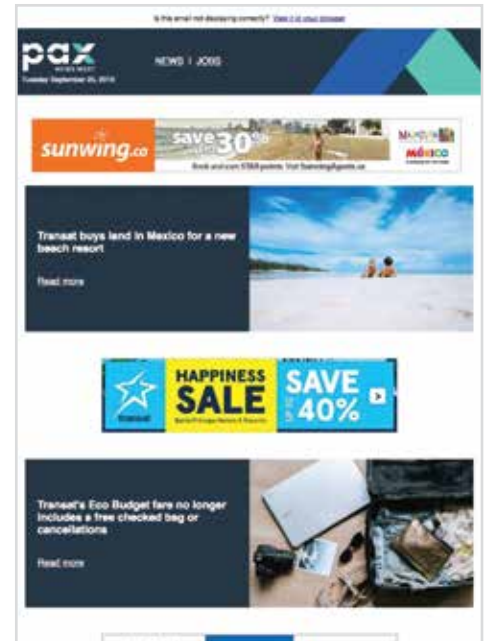
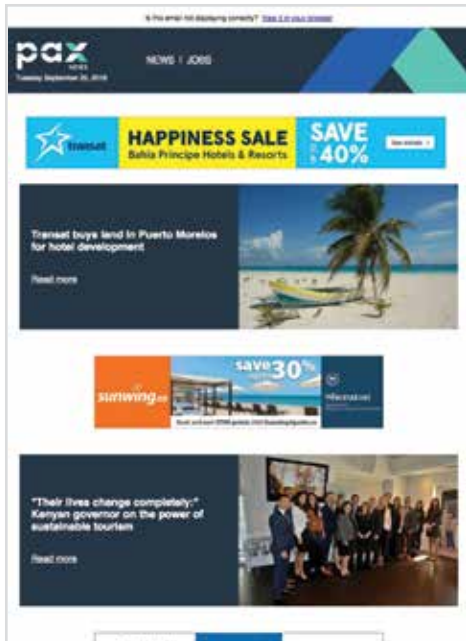
Right Column: 1st: +30%, 2nd:+20% and 3rd: +10% (Big Box and Skyscraper banner format)

Between articles: 1st: +30%, 2nd: +20% and 3rd: +10% (standard format)

**Technical specifications**

- The banner must be in GIF, JPG or iframe format, maximum 110 KB. Flash format is not accepted
- One (1) link to a preferred website/landing page to be provided
- Visuals may be changed at no additional cost

- Final advertising materials must be sent to: [nathalie@paxglobalmedia.com](mailto:nathalie@paxglobalmedia.com)
- Final material (banners and URL to use) must be sent 48 hours prior to date of publishing



**PAX News** has emerged quickly as a market leader in Canadian travel trade news. The newsletter features unparalleled coverage of the latest industry information, updates and events, local and international conferences, and product launches. In addition, PAXnews.com offers its readers exclusive in-depth profiles and interviews from Canada's travel trade leaders, which means you'll always be informed of any promotions, appointments and career activities.

**21,825** subscribers



**PAX Nouvelles** features content relevant to the Quebec travel trade industry. Available exclusively in French, PAXnouvelles.com is the go-to news resource for French-Canadian travel agents, suppliers, and partners. PAXnouvelles.com offers important information on new product launches, training activities, new brochures, FAM trips, and contests, as well as in-depth interviews and feature articles on key members of the Quebec travel industry. With interviews and profiles on members of the Quebec travel industry, PAXnouvelles.com subscribers can depend on the newsletter to keep them informed.

**10,537** subscribers



**PAX News West** is the only dedicated travel trade website for Western Canada. Here, you'll find all the current industry information, updates and events from across British Columbia, Alberta, Saskatchewan, and Manitoba. Readers trust PAXnewsWest.com to deliver comprehensive coverage of industry events complete with photos and key interviews.

**6,598** subscribers

TOTAL SUBSCRIBERS:

**38,960**

Circulation audited by: **Deloitte**





**DAILY NEWSLETTERS**

Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner (visible everywhere)	\$1,050	\$12,220	\$25,925	\$35,150	\$49,140
Standard banner (between articles)*	\$725	\$8,435	\$17,900	\$24,270	\$33,930
Big Box*	\$485	\$5,645	\$11,980	\$16,238	\$22,698
Footer	\$800	\$9,310	\$19,760	\$26,780	\$37,440
Newsletter background skin	\$1,575	n/a	n/a	n/a	n/a
Floating Banner	\$945	\$11,000	\$23,340	\$31,635	\$44,225

- 3%      - 5%      - 7%      - 10%



**DAILY NEWSLETTERS**

Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner (visible everywhere)	\$875	\$10,185	\$21,615	\$29,295	\$40,950
Standard banner (between articles)*	\$615	\$7,150	\$15,190	\$20,590	\$28,780
Big Box*	\$410	\$4,772	\$10,127	\$13,727	\$19,188
Footer	\$680	\$7,915	\$16,790	\$22,765	\$31,820
Newsletter background skin	\$1,315	n/a	n/a	n/a	n/a
Floating Banner	\$805	\$9,370	\$19,880	\$26,950	\$37,675

- 3%      - 5%      - 7%      - 10%



**4X PER WEEK NEWSLETTERS**

Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner (visible everywhere)	\$735	\$8,550	\$18,150	\$24,605	\$34,395
Standard banner (between articles)*	\$505	\$5,875	\$12,470	\$16,905	\$23,630
Big Box*	\$340	\$3,958	\$8,398	\$11,383	\$15,912
Footer	\$560	\$6,515	\$13,830	\$18,745	\$26,200
Newsletter background skin	\$1,100	n/a	n/a	n/a	n/a
Floating Banner	\$660	\$7,680	\$16,300	\$22,100	\$30,885

- 3%      - 5%      - 7%      - 10%

**BANNER SIZES**

**TOP BANNER (VISIBLE EVERYWHERE)**



728 X 90 px

**STANDARD BANNER (BETWEEN ARTICLES)\***



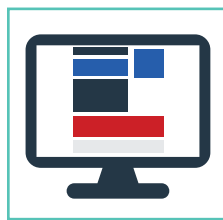
500 X 125 px

**BIG BOX\***



300 X 250 px

**FOOTER**



728 X 250 px

**NEWSLETTER BACKGROUND SKIN**



120 X 1288 px (x2)

**FLOATING BANNER**



500 x 200 px  
280 x 90 px

\* Preferred positions available:

Right Column: 1st: +30%, 2nd: +20% and 3rd: +10% (Big Box) | Between articles: 1st: +30%, 2nd: +20% and 3rd: +10% (standard format)

**Technical specifications**

- The banner must be in GIF, JPG or iframe format, maximum 110 KB. Flash format is not accepted
- One (1) link to a preferred website/landing page to be provided
- Visuals may be changed at no additional cost
- Final advertising materials must be sent to: [nathalie@paxglobalmedia.com](mailto:nathalie@paxglobalmedia.com)
- Final material (banners and URL to use) must be sent 48 hours prior to date of publishing



## Canada's Premiere Travel Trade Magazine

Launched in May 2014, PAX magazine is the only business publication for travel industry professionals.

PAX magazine provides Canada's travel trade with in-depth insight and analysis of the people and companies which make up the industry. This valuable resource also provides news on the latest trends, intriguing destinations and other information to keep travel professionals ahead of the game.

PAX is offered in both English and French with content produced by PAX Global Media's in-house editorial teams, that is unique to each market.

For agents and executives on the go, PAX magazine is also offered in a digital format, ready to be enjoyed on your laptop, smartphone or tablet.

### Published 10 times a year

PAX magazine is a highly-regarded print and digital publication known for its visual appeal and high-quality content.

Each year, 10 issues are delivered to travel professionals. Two issues, the December/January and July/August, have been specially combined. Each edition reaches a total of 10,000 subscribers. (8,000 English - 2,000 French)

### Monthly Features:

**Business Meeting | The Digital Age | Business Sense | MICE | Experience | Cruise Industry | Hotel Visit | Destinations to Discover | Vogue | New Finds | Numbers of the Month | Special Feature**

### PAX honoured at the Canadian Printing Awards

PAX magazine has been recognized in the prestigious Canadian Printing Awards, taking home a Silver award. The evaluation is done on the quality of the design, technique used and stability of the product.





## Canada's Premiere Travel Trade Magazine

### DISTRIBUTION (ENGLISH & FRENCH)

PAX magazine, Canada's only bilingual travel trade business magazine, is delivered to almost 40,000 readers across the country. With content available in both English and French, print and digital, PAX guarantees your content is seen by travel industry professionals where your products and services are represented nationally and regionally. Audited by Deloitte and circulated by Canada Post, PAX is within reach, whether it's straight to your mailbox, or through your inbox.

#### ENGLISH PRINT EDITION

5,755	Travel Agencies - English Canada Provinces & Territories
1,350	Travel suppliers
455	Promotional (travel shows, events, etc.)
<b>7,560</b>	<b>Total printed magazines</b>

#### FRENCH PRINT EDITION

1,652	Travel agencies in Quebec
387	Travel suppliers
401	Promotional (travel shows, events, etc.)
<b>2,440</b>	<b>Total printed magazines</b>

#### PRINT VERSION

**8,000**

English copies

**2,000**

French copies

#### DIGITAL VERSION

**22,996**

English subscribers

**11,060**

French subscribers

### TOTAL DISTRIBUTION

Print + Online distribution

Total national circulation:

**34,056**

English & French editions

Circulation audited by:

**Deloitte.**

### RATE CARD

ENGLISH	5% 7% 10%				FRENCH	5% 7% 10%			
Format	1x	3x	6x	10x	Format	1x	3x	5x	10x
1/4 page	\$1,055	\$1,000	\$980	\$950	1/4 page	\$635	\$605	\$590	\$570
1/3 page	\$1,510	\$1,435	\$1,405	\$1,360	1/3 page	\$905	\$860	\$840	\$815
1/2 page	\$2,110	\$2,005	\$1,960	\$1,900	1/2 page	\$1,265	\$1,200	\$1,175	\$1,135
Full page	\$2,865	\$2,720	\$2,665	\$2,575	Full page	\$1,810	\$1,720	\$1,680	\$1,630
Half page spread	\$3,335	\$3,170	\$3,100	\$3,000	Half page spread	\$2,000	\$1,900	\$1,860	\$1,800
Spread	\$5,130	\$4,875	\$4,770	\$4,610	Spread	\$3,080	\$2,925	\$2,865	\$2,770
1/2 vertical + full page	\$4,690	\$4,455	\$4,360	\$4,220	1/2 vertical + full page	\$2,810	\$2,670	\$2,615	\$2,530
Cover C3	\$4,225	\$4,010	\$3,930	\$3,800	Cover C3	\$2,535	\$2,405	\$2,355	\$2,280
Cover C2 (15%)	\$4,860	\$4,615	\$4,520	\$4,375	Cover C2 (15%)	\$2,915	\$2,770	\$2,710	\$2,625
Cover C4 (30%)	\$5,490	\$5,215	\$5,100	\$4,940	Cover C4 (30%)	\$3,295	\$3,130	\$3,065	\$2,965
Z-Fold Cover	Price upon request				Z-Fold Cover	Price upon request			

**Value-added:** Print ads will also appear in PAX magazine's digital version with one (1) preferred URL.

For technical specifications and details of advertising formats, refer to our PAX magazine technical specifications sheet.

Ad Submission Deadline: 5th of the previous month



## Canada's Premiere Travel Trade Magazine

### Strategic Advertising Opportunities In the Following Monthly Sections

- Business Meeting
- The Digital Age
- Business Sense
- MICE
- Experience
- Cruise Industry
- Hotel Visit
- Destinations to Discover
- Vogue
- New Finds
- Numbers of the Month
- Special Feature

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### Ad Submission Deadline

The 5th day of the month prior to print publication.

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## RESERVE YOUR AD SPACE!

### February

**Ocean Cruise Guide;** Special Fraud: How to Avoid It; Haute-Cuisine on Board; Featured Destinations: Los Cabos, Montserrat, Cambodia; Experience: Disney's Toy Story Land; Hotel Visit: Iberostar Playa Pilar.

### March

**Europe Guide;** Uncommon Ocean Cruises in Europe; Featured Destinations: Romania, Montenegro, Faroe Islands; Experience: Northern Scotland, Switzerland, Wine & French Chateaux; Europe by its Islands; Hotel Visit: 3 Pre-Cruise Hotels in Venice.

### April

**River Cruises Guide;** MICE: How to Maximize your Income; The World's Longest Flights; Featured Destinations: Naxos, Roatan, Morocco, Sri Lanka; Experience: Symphony of The Seas.

### May

**Travel Agent Month; Expedition Cruises Guide;** Featured Destinations: Glasgow, Dominica, Fiji, Hawaii; Hotel Visit: Pieter Maai 78 Curaçao, Finest Playa Mujeres; How Airlines Manage Medical Crisis On Board.

### June

Pros & Cons of Shoulder Season; LGBT Cruises; Featured Destinations: Israel, Grenada, Japan; The World's Most Colourful Cities; Who Flies Business Class; Hotel Visit: Swiss Majestic Montreux.

### July/August

Travel in the Age of Senior Travellers; Cruise: Everything You Need to Know About the Port of Montreal; Featured Destinations: Antarctica, Martinique, Bologna; Hotels with Cooking Classes; Hotel Visit: Club Med Cefalu, CitizenM Amsterdam.

### September

**Sun Destinations Guide;** Featured Destinations: Mazatlan, Nevis, Old Town Puerto Rico; Experience: Caribbean Cruise with Princess Cruises; Carless Islands in The South; The Best Family-Friendly Cruises; Hotel Visit: Club Med Turkoise, Secrets Cozumel, Excellence Punta Cana.

### October

Animal Rights and Travel: Best Practices; Uncommon Activities on Ships; Tropical Spas Around the World; Featured Destinations: La Paz, La Rochelle, Bhutan; Aviation: Innovations in Entertainment; Experience: Street Markets in Vietnam.

### November

Cruises: Selling Pre-Post Segments; Zero-Waste Travel; Featured Destinations: Belize, Kenya, Taiwan; Experience: Touring Andalusia; Hotel Visit: Hoxton Holborn London, Grand Velas Riviera Maya.

### December/January 2020

**Holiday wishes;** Useful Tips for Solo Travellers in the South; Cruise: Cruising on the NCL Bliss; Featured Destinations: Aruba, Bonaire, Curaçao; Experience: Haiti As a Sun Destination; Hotel Visit: Barcelo Cancun.

*\*May be subject to change at any time without notice*



## Canada's Premiere Travel Trade Magazine

### Placements publicitaires stratégiques dans les sections suivantes :

- Rencontre d'affaires
- À l'ère du numérique
- Sens des affaires
- MICE
- Expérience (PAX à destination)
- Industrie des croisières
- Visite d'hôtel
- Destinations à découvrir
- Vogue
- Belles trouvailles pour les voyageurs
- Chiffres du mois
- Dossier du mois

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#### Ad Submission Deadline

The 5th day of the month prior to print publication.

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### RESERVE YOUR AD SPACE!

#### Février

**Guide croisières océaniques;** Spécial fraude : comment les éviter ; Gestion des incidents médicaux à bord; Destinations vedette: Glasgow, Dominique, Fidji; Expérience : Disney Toy Story, Symphony of the Seas; Hôtel : Hard Rock Vallarta.

#### Mars

**Guide Europe;** Destinations: Roumanie, Monténégro, Iles Féroé; Expérience: Écosse du Nord, circuit en Suisse, châteaux et vignobles français; L'Europe par ses îles; Des croisières océaniques hors-du-commun en Europe; Hôtel : 3 choix pré-croisière à Venise.

#### Avril

**Guide croisières fluviales;** Voyager à l'ère des boomers; Destinations vedette: Los Cabos, Montserrat, Cambodge; Expérience: Circuit en Andalousie; Les villes les plus colorées du monde; Aéroports avec attraits hors-du-commun.

#### Mai

**Mois de l'agent de Voyage; Guide croisières d'expédition;** Agents : comment maximiser ses revenus : Destinations vedette: Antarctique, Martinique, Bologne; Expérience: Maroc; Voyageurs d'affaires : qui sont-ils?; Hôtels avec cours de cuisine.

#### Juin

Voyages et droits des animaux, meilleures pratiques; Croisières LGBT+; Destinations vedette: La Paz, La Rochelle, Bhoutan; Expérience : Sri Lanka; Marathons thématiques; Haute gastronomie en avion.

#### Juillet/Août

Voyager en solo dans le Sud; Croisière : partir du Port de Montréal; Destinations vedette: Naxos, Roatan, Maroc; Expérience: les marchés publics au Vietnam; Innovations en divertissement dans les avions; Hôtel : Iberostar Playa Pilar.

#### Septembre

**Guide Destinations Soleil;** Destinations vedette: Mazatlan, Nevis, Miches; Expérience: Vieux Porto Rico; Ces îles qui n'ont pas de voitures ; Les meilleures croisières famille; Hôtel : Secrets Cozumel, Club Med Turquoise, Excellence Punta Cana

#### Octobre

B-A-BA des voyages hors saison; Parcs d'attractions qui sortent de l'ordinaire; Attractions hors-du-commun sur navires; Destinations vedette: Belize, Kenya, Taiwan; Hôtel : Haven Riviera Cancun; Aviation : les meilleurs conseils des agents de bord.

#### Novembre

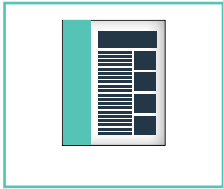
Le développement de l'aéroport Jean-Lesage; Hôtels pour faire de la plongée-tuba; Comment vendre segments pré-post croisière; Destinations vedette: Aruba, Bonaire, Curaçao; Expérience: comment se préparer pour Haïti ; Hôtel : CitizenM Amsterdam.

#### Décembre/Janvier 2020

**Voeux de l'année 2020;** Agences qui offrent des voyages différents; Les meilleurs spas tropicaux; Croisière : à bord du NCL Bliss; Destinations vedette: Israël, Grenade, Japon ; Hôtel : Barcelo Cancun, Aitutaki Lagoon Resort & Spa

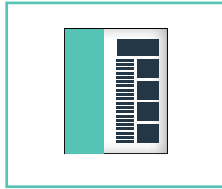
*\*May be subject to change at any time without notice*

**1/4 VERTICAL**



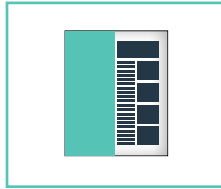
2 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**1/3 VERTICAL**



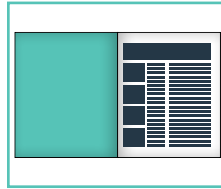
2.625 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**1/2 VERTICAL**



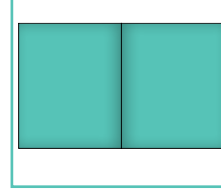
4 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**FULL PAGE**



8.25 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**DOUBLE PAGE**



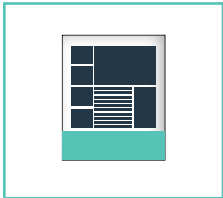
16.5 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**1/2 VERTICAL + FULL PAGE**



12.25 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**1/4 HORIZONTAL**



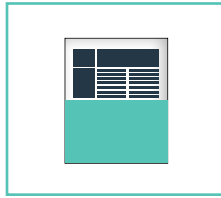
8.25 x 2.5"  
+ 0.25 Safety margin  
+ 0.5 bleed

**1/3 HORIZONTAL**



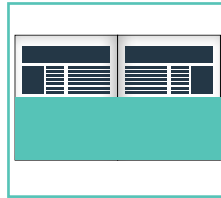
8.25 x 3.5"  
+ 0.25 Safety margin  
+ 0.5 bleed

**1/2 HORIZONTAL**



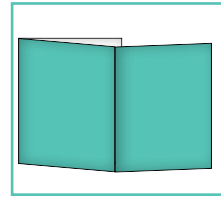
8.25 x 5.25"  
+ 0.25 Safety margin  
+ 0.5 bleed

**HALF PAGE SPREAD**



16.5 x 5.25"  
(2x 1/2 horizontal)  
+ 0.25 Safety margin  
+ 0.5 bleed

**Z-FOLD COVER**



Left: 7.725 x 10.75"  
Right: 7.75 x 10.75"  
+ 0.25 Safety margin  
+ 0.5 bleed

**DIGITAL VERSION VALUE-ADDED**  
Additional Exposure!  
Your print ad will also be included in the digital version of PAX magazine with one (1) URL link of your choice.

**ADDITIONAL OPTIONS**



**Z-FOLD COVER**

High impact and a dynamic way to maximize advertising space

First two pages of the magazine



**ADVERTISING BAG INSERTION (POLYBAGGING)**

Powerful way to highlight your advertising insert

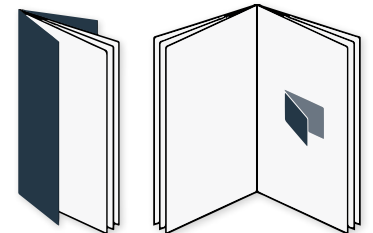
Clear plastic bag for unparalleled visibility



**SPONSORED CONTENT**

Advertorial opportunities available to promote your brand, products and services.

Control over content, remodeled in an editorial style to maximize impact



**CUSTOM MARKETING**

Eye-catching, tailor-made options available! Contact us today!

**Creative Ideas:** post-it, insert, inset, detachable notebook, and much more!

*\*Quote to be provided upon request.*

- Binding: Perfect
- Resolution: 300 dpi
- File Format : Acrobat PDF
- 4 colour process
- No spot or PMS Colours
- No crop and bleed marks
- Ads must be transferred by email or via WeTransfer to : alexandre@paxglobalmedia.com



**The Best Way to Connect with Industry Professionals**



**Targeted | Dynamic | Cost-effective**

PAXQuickPresse.com is an email distribution service for travel suppliers, including wholesalers, airlines and hotels, to quickly and efficiently promote products, services and special offers directly to travel agents.

Travel suppliers can rest assured they will be getting the most out of PAX Quick Presse! The service features the largest audited database of Canadian travel industry email addresses in the country, guaranteeing e-blasts reach the targeted audience of travel industry members.

The **PAXQuickPresse.com** distribution system, allows e-blasts to be sent within minutes of receiving an order. The system includes a supplier's entire distribution history for reference purposes. Each email is customized and includes the company information, brand, desired subject line and a preferred link. Please note that only JPEG & HTML are accepted to in order to achieve seamless downloads of all promotions.

Canada's accounting firm, **Deloitte**, has audited the PAXQuickPresse.com distribution service, making it the only e-distribution system in the Canadian travel trade media industry to offer this added confidence to the product (31,441 unique subscribers).

**Distribution Service - e-marketing**



**17,497** *English subscribers*

**8,682** *French subscribers*

For a total  
**26,179** subscribers

Audited by:  
**Deloitte**

**Prices**

**\$135/PAGE**  
*English subscribers*

**\$50/PAGE**  
*French subscribers*



## The Best way to Connect with Industry Professionals

### 11 REASONS TO USE OUR SERVICE

---

#### 1 EVER THE PIONEERS

PAX Global Media (LogiMonde Media) was the first company to provide an advertisement distribution service by email for the Canadian travel industry (1998).

#### 3 SPEED

The PAXQuickPresse.com distribution system, along with our team's quick execution, allows all advertisements to be sent within minutes of receiving an order.

#### 5 ACCESSIBLE SYSTEM WITH STATISTICS REPORTS

Our webmasters have created an online distribution service specifically for PAXQuickPresse.com clients that is available from the comfort of your location and includes your entire distribution history. Statistics reports are also available with the open and click-through rates, which provide valuable information users need to continually improve and plan future campaigns.

#### 7 USER-FRIENDLY EMAILS

When travel professionals receive your advertisement in their inbox, it will appear automatically in the viewing panel.

#### 9 THE LARGEST DATABASE

PAX Global Media has the largest email database of Canadian travel professionals with 26,179 total subscribers.

#### 10 A NEW ADDITIONAL SERVICE: USE AND UPLOAD YOUR OWN CUSTOM LIST

You now have the option to use your own clients lists on the new PAX Quick Presse platform - Simply upload your list, customize, brand and distribute your message!

#### 2 AN AUDITED DATABASE

PAX Global Media is the only company in Canada's travel industry to have audited its distribution lists for three newsletters and the PAXQuickPresse.com distribution service - all audited by national accounting firm, Deloitte.

#### 4 10 FREE DESIGN TEMPLATES

Ten e-blast templates are now available, which PAX Quick Presse users can fully customize using images, text boxes, unique fonts, and other graphics to get their message just right. Images may be uploaded and stored in the system's internal library, for future use.

#### 6 ADDED EXPOSURE

Following each e-blast campaign, your advertisement will automatically be included in the Quick Presse sections of PAXnews, PAXnewsWest & PAXnouvelles - at no additional cost.

#### 8 CUSTOM LISTS FOR TARGETED MESSAGING

PAX Quick Presse users now have the ability to upload, manage, and edit their own client lists, to make sure that the intended audience receives the right news at the right time. Rather than simply use an auto-generated list, Quick Presse users can add and remove contacts, depending on which audience they wish to target.

#### 11 EFFECTIVE EMAIL MARKETING

We have invested considerable resources in the implementation of a sophisticated mailing system to increase the efficiency, speed and frequency of our new QuickPresse.com service, using the expertise of a specialized external firm.





## Canada's First International Platform for Travel and Tourism Jobs



### ESSENTIAL FOR

- Employers looking to fill jobs in the world of travel and tourism
- Travel agencies, suppliers, wholesalers, receptive and international tour operators, tourism boards, air and land carriers
- Active job seekers

### ABOUT PAXTRAVELJOBS.COM

- International bilingual portal
- Easy employer Account Set-Up
- Employer Profile available to showcase your corporate brand (+photo gallery)
- Create job postings within minutes
- Job postings sent directly to candidates by job category interest (newsletter job-alert)
- Promote job offers on PAX Jobs/PAX emplois Facebook page

### RATES AND PACKAGES

1 JOB DISPLAY	3 JOB DISPLAY
<b>\$125</b>	<b>\$300</b>
10 JOB DISPLAY	FEATURE JOB FOR 1 WEEK
<b>\$875</b>	<b>\$150</b>

\* Rates shown above are based on 4-week job postings.

**VISIT OUR ONLINE SERVICE**  
**PAXTRAVELJOBS.COM**



## Canada's First International Platform for Travel and Tourism Jobs

### WEBSITES

#### ENGLISH SITE (20% FROM REG SITE PRICE)

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner	\$680	\$7,915	\$16,795	\$22,765	\$31,825
Standard banner (between articles)	\$460	\$5,355	\$11,360	\$15,400	\$21,520
Big Box (right sidebar)	\$320	\$3,725	\$7,905	\$10,710	\$14,975
Skyscraper (right sidebar)	\$480	\$5,585	\$11,855	\$16,070	\$22,465
Skyscraper (right sidebar - big)	\$520	\$6,050	\$12,845	\$17,410	\$24,335
Footer	\$500	\$5,820	\$12,350	\$16,740	\$23,400
Fixed footer	\$720	\$8,380	\$17,785	\$24,105	\$33,695
Smart video-inline (16:9)	\$960	n/a	n/a	n/a	n/a

#### FRENCH SITE (20% FROM REG SITE PRICE)

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner	\$575	\$6,695	\$14,200	\$19,250	\$26,900
Standard banner (between articles)	\$390	\$4,540	\$9,630	\$13,055	\$18,250
Big Box (right sidebar)	\$275	\$3,200	\$6,790	\$9,205	\$12,870
Skyscraper (right sidebar)	\$405	\$4,715	\$10,005	\$13,560	\$18,955
Skyscraper (right sidebar - big)	\$445	\$5,180	\$10,990	\$14,895	\$20,825
Footer	\$425	\$4,945	\$10,495	\$14,230	\$19,890
Fixed footer	\$615	\$7,160	\$15,190	\$20,590	\$28,780
Smart video-inline (16:9)	\$820	n/a	n/a	n/a	n/a

### NEWSLETTERS

PAX Travel Jobs will send out a monthly newsletter to its subscribers with insightful tips from acclaimed HR professionals familiar with the travel industry.

#### ENGLISH NEWSLETTER

		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner	\$850	\$9,890	\$20,990	\$28,450	\$39,780
Standard banner (between articles)	\$650	\$7,565	\$16,050	\$21,760	\$30,400
Footer	\$750	\$8,730	\$18,525	\$25,100	\$35,100

#### FRENCH NEWSLETTER

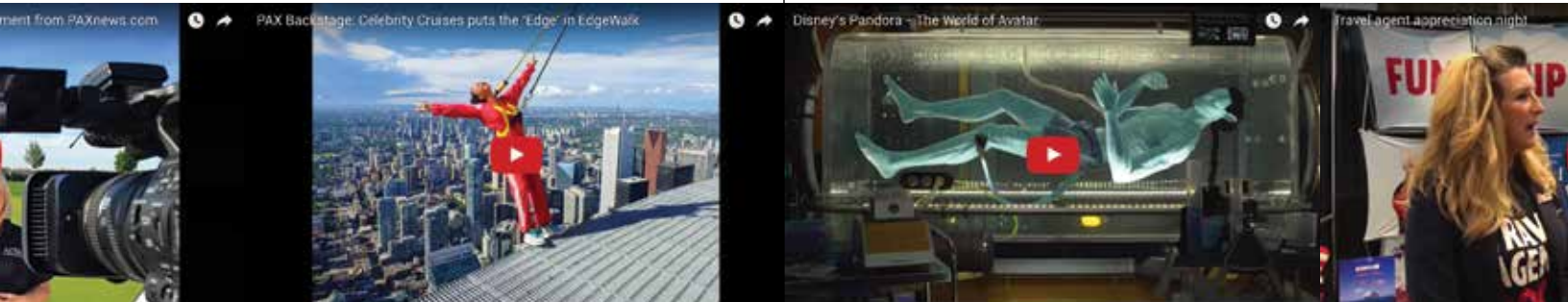
		- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner	\$725	\$8,435	\$17,900	\$24,270	\$33,930
Standard banner (between articles)	\$550	\$6,400	\$13,585	\$18,410	\$25,740
Footer	\$635	\$7,390	\$15,685	\$21,260	\$29,715



**Dynamic & Engaging  
Video Solutions to get  
your message across!**



**PAX Travel TV -  
Any Time, Any Place**



**Harness the Power of Video!**

PAX Global Media's multi-platform solutions offer yet another way to expand your reach and extend your exposure with video.

PAX video provides great content building opportunities for video marketing and social media.

Whether it's a face-to-face interview, on-location video tour of your facility or operation, press release video, pre-event teaser video or testimonial video, we have you covered from pre- to post-production!

PAX Travel TV brings fun, engaging and up-to-date news to Canada's travel trade industry.

From one-on-one interviews, product showcases, and behind the scene tours to live broadcasts from destinations and industry events, PAX Travel TV puts the spotlight on you and your brand.

When you want to go further in getting your brand messages out to the trade, think PAX Travel TV!



## Best Event Management System



**PAXRSVP.com** is a bilingual, automated, online event management service, available to the travel industry. This exclusive and comprehensive system is designed to meet an industry event planner's every need, from beginning to end.

From product launches to media events, sales meetings to press conferences and training seminars to industry retreats, **PAXRSVP.com** makes the event organizing process simple. This web-based service is relevant for all types of travel organizations including airlines, tour operators, wholesalers, retail travel agencies, tourist offices and hotels, and it enables clients to manage registration lists at any time and record event attendance on a laptop or tablet during the event. Travel agents (or clients) wishing to attend an event can simply click the link on the invitation to register.

This easy-to-use system allows clients to communicate with participants prior to and following an event. From sending event reminders, managing an absentee list to delivering a thank you note following an event, **PAXRSVP** has you covered!

**PAXRSVP.com** enables users to better allocate time, effort and offers 24/7 access from a computer, smartphone or tablet.

### PRICES

#### ACCOUNT FEES

One-time administration fee of **\$250**

#### EVENT FEES

**\$2** per person or per registrant

### GETTING STARTED IS AS EASY AS 1, 2, 3!

In just 3 easy steps, set up your account, create one or multiple events and access key reports.

### SAVE TIME AND MONEY

Streamline your event planning and registration efforts and let **PAXRSVP.com** do the work!

### CUSTOMIZED REGISTRATON FORM

Design the form as required: include schedule of events, any applicable fees, company and partnership branding and send event updates to prospective participants.

### CUSTOMIZED REPORTS

Monitor registration activities in real-time by generating custom reports.

### PARTICIPANT FOLLOW-UPS

Using manual or automatic registration, send automated messages to participants, follow-up on replies, send reminders, automatically generate absentee lists.

### EFFECTIVELY MANAGE YOUR ATTENDEES

Streamline the registration process onsite at your event! Use any electronic tablet to check in all participants and receive real-time on-site stats on no-shows, current attendance and more!

### EVENT PROMOTION

**PAX Global Media** will also help to further promote in its magazines and other available marketing products, such as **QuickPresse.com**.



Engage, educate and drive results  
with PAXwebinar.com

## Why PAXWebinar?

Our bilingual webinar tool makes it easy to reach your travel trade audience and deliver customized interactive webinars that bring your products and destinations to life. All you need to do is tell your story!

### Webinar Host

- **User-Friendly & Visually Appealing** - Display slides, stream videos, chat with participants and manage your webinar in a simple and seamless way!
- **Reach Agents Across the Nation** - Communicate effectively with the travel agent community nationwide in either English or French!
- **Customized Branding** - Integrate corporate logos and colour scheme.
- **Integration & Promotion with Social Media** - Spread the word and increase webinar success!
- **Post-Webinar Follow-Up Emails & Reports** - Reinforce your message and build affinity for your brand with these valuable webinar features.
- **Webinar Promotion** – Receive one complimentary Quick Presse email distribution to promote your webinar.
- **Mobile-Friendly Apps** – Offer participants access to your webinar via phone, tablet, or computer.

### Webinar Attendees

- Participate from the comfort of your home or office free of charge.
- Watch the webinar on any device.
- Chat with attendees and the host.
- Become expert sellers! Learn the latest supplier sales tips and marketing techniques.



- **USER-FRIENDLY**
- **COST-EFFECTIVE**
- **TANGIBLE RESULTS**

### Prices

Single flat fee of \$250 for each webinar created. Unlimited number of users and questions.

Visit the official website at **www.PAXwebinar.com** and try the demo today!



**High-Resolution, Professional  
Images for Sale**



Welcome to **PAXTravelPhotos.com!** Here, you can browse and download images found in PAX magazine as well as images taken at events or FAM trips. Simply search, shop, and enjoy your PAX photos today!

**THE ONE AND ONLY IMAGE BANK**  
*FOR CANADIAN TRAVEL PROFESSIONALS*

ONLY  
**\$20**  
per image!

**PAXTravelPhotos.com**

- 2018** LogiMonde media becomes PAX Global Media, encompassing three websites: PAXNews, PAXNouvelles, and PAXNewsWest.
- 2018** LogiMonde media launches **PAXTravelJobs.com**
- 2017** LogiMonde media launches **PAXwebinar.com** (March 8)
- 2016** Lights, camera, action: **PAX debuts new video series** (June 6)
- 2015** Rebranding of our popular travel trade newsletters and websites: **PAXnews.com** (THN), **PAXnouvelles.com** (EV) and **PAXnewsWest.com** (HWT), featuring new names, on a modern, mobile-friendly platform. (June)
- 2014** Revamp of **DoingAnEvent.com** to **QuickRSVP.ca**, offering new and improved functionality and design (June)
- 2014** Launch of two print magazines: **PAX magazine** (English & French versions) with a focus on the business of travel (May)
- 2012** Opening of the **HelloWestTravel.com / LogiMonde media** office in downtown Vancouver
- 2011** Launch of **DoingAnEvent.com**
- 2010** Opening of the **TRAVELHotNews.com / LogiMonde media** office in downtown Toronto
- 2010** Revamping of the newsletters: **TRAVELHotNews.com, ExpressVoyage.ca and HelloWestTravel.com** (January)
- 2007** Launch of the **www>HelloWestTravel.com** newsletter and website (November)
- 2004** Launch of the **www.TRAVELHotNews.com (Canada)** newsletter and website (June)
- 2002** The **Allo Voyage** magazine becomes the **ExpressVoyage.ca** newsletter, with a website under the same name (December)
- 2001** Publication of the **Bottin Allo Voyage (The Allo Voyage directory)**
- 2000** The ABC du voyage becomes the **Agenda Allo Voyage**
- 1999** Launch of the website: **www.logimonde.com**
- 1999** Expansion of the fax & e-mail business in Quebec throughout Canada
- 1998** Launch of a fax & e-mail company based in Quebec, and of **Allo Voyage magazine**
- 1994** Publication of a third book: **Le Voyageur (The Traveller)**
- 1993** Publication of a second book: **Repertoire des destinations Soleil (A directory of Sun destinations)**
- 1992** Creation of Logimonde Inc. with publication of the technical guide: **ABC du voyage (The ABC for travel)**



LIKE US. FOLLOW US. LET'S INTERACT!



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-  [instagram.com/paxnouvelles/](https://instagram.com/paxnouvelles/)
-  [youtube.com/PAXvideo](https://youtube.com/PAXvideo)

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