

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




5 publications

PAX News

PAX magazine French

PAX News West

PAX magazine English

PAX Nouvelles

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.

News Categories

Air

Buzz

Cruises

Paxorama

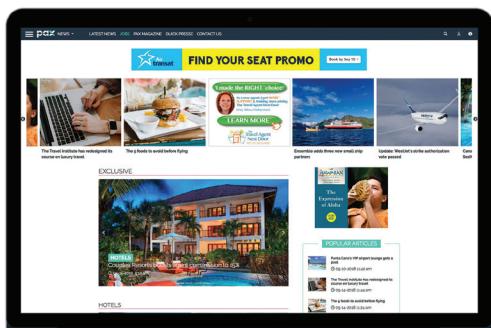
Hotels

Industry Scoops

People



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

INSIDE THE ARTICLES

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

CATEGORY/ SECTION PAGES

	- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks

Standard banner (between content blocks) \$515 \$6,000 \$12,720 \$17,240 \$24,100

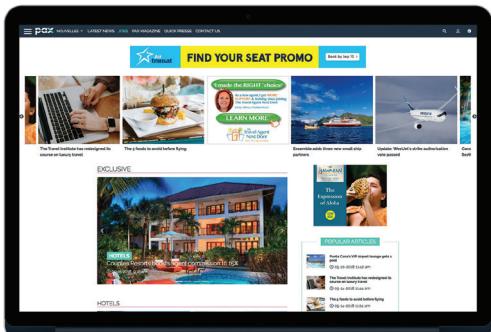
Sponsored content

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

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

CATEGORY/ SECTION PAGES	- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks

Standard banner (between content blocks) \$435 \$5,060 \$10,745 \$14,560 \$20,355

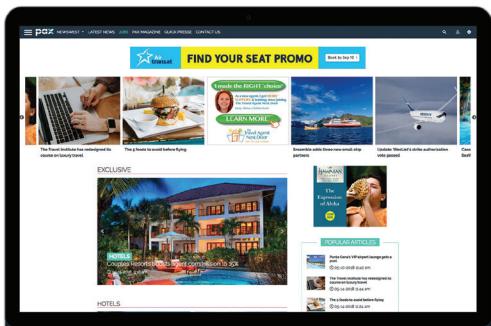
Sponsored content

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

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

CATEGORY/ SECTION PAGES	- 3%	- 5%	- 7%	- 10%
Banner Style	1 week	12 weeks	26 weeks	36 weeks

Standard banner (between content blocks)	\$360	\$4,190	\$8,890	\$12,050	\$16,845
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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)

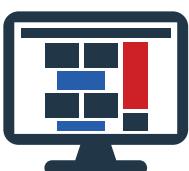

💻 336 x 280 px

BIG BOX*

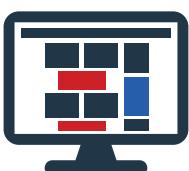

💻 300 x 250 px

MEGA SKYSCRAPER


💻 300 x 800 px | 🖱 300 x 250 px

SUPER MEGA SKYSCRAPER*


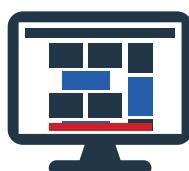
💻 300 x 1050 px | 🖱 300 x 250 px

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


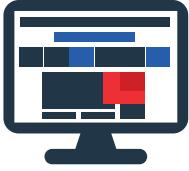
💻 1200 x 150 px | 🖱 720 x 100 px
█ 300 x 150 px

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: natalie@paxglobalmedia.com
- Final material (banners and URL to use) must be sent 48 hours prior to date of publishing

Is this email not displaying correctly? [View it in your browser](#)

pax NEWS
Tuesday September 25, 2018

NEWS | JOBS

HAPPINESS SALE Bahia Principe Hotels & Resorts **SAVE up to 40%** [See details >](#)

Transat buys land in Puerto Morelos for hotel development [Read more](#)



sunwing.ca **save up to 30%** Book and earn STAR points. Visit Sunwing Agents.ca

"Their lives change completely." Kenyan governor on the power of sustainable tourism [Read more](#)



pax NEWS

Est-ce que ce courriel ne s'affiche pas correctement ? [Voir dans votre navigateur](#)

pax NOUVELLES
Tuesday, 25 September 2018

Nouvelles | Emplois

sunwing **Destination du mois** **JAMAÏQUE** [Réservez dès le 30 sept.](#)

Transat achète deux terrains à Puerto Morelos pour construire un hôtel [Lire la suite](#)



transat **SOLDE DU BONHEUR** **ÉCONOMISEZ 40%**

Exclusif : Michèle Rauzon n'est plus chez Canadair [Lire la suite](#)

VENTE WOW Pourboires prépayés

pax NOUVELLES

Is this email not displaying correctly? [View it in your browser](#)

pax NEWS WEST
Tuesday September 25, 2018

NEWS | JOBS

sunwing.ca **save up to 30%** Book and earn STAR points. Visit Sunwing Agents.ca

Transat buys land in Mexico for a new beach resort [Read more](#)



transat **HAPPINESS SALE** **UP TO 40% SAVE** [See details >](#)

Transat's Eco Budget fare no longer includes a free checked bag or cancellations [Read more](#)



pax NEWS WEST



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.

TOTAL SUBSCRIBERS:

38,960

6,598 subscribers

Circulation audited by: **Deloitte.**



For more information, visit www.PAXGlobalMedia.com

NANCY BENETTON-SAMPATH

nancy@paxglobalmedia.com | 416 581-1001 ext. 304 | Cell: 647 389-2438



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



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



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

BANNER SIZES

TOP BANNER
(VISIBLE EVERYWHERE)



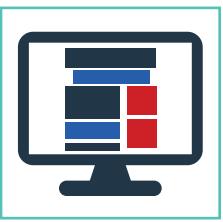
728 X 90 px

STANDARD BANNER
(BETWEEN ARTICLES)*



500 X 125 px

BIG BOX*



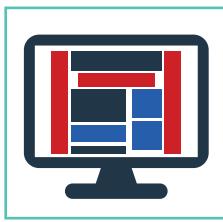
300 X 250 px

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
- Final material (banners and URL to use) must be sent 48 hours prior to date of publishing



For more information, visit www.PAXGlobalMedia.com

NANCY BENETTON-SAMPATH

nancy@paxglobalmedia.com | 416 581-1001 ext. 304 | Cell: 647 389-2438



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.)
7,560	Total printed magazines

FRENCH PRINT EDITION

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

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



For more information, visit www.PAXGlobalMedia.com

NANCY BENETTON-SAMPATH

nancy@paxglobalmedia.com | 416 581-1001 ext. 304 | Cell: 647 389-2438



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
- • • • •

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.

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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



**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
- • • • • • • • • • • • • • • •

Ad Submission Deadline

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

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**RESERVE YOUR
AD SPACE!**

Canada's Premiere Travel Trade Magazine

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 attractions 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

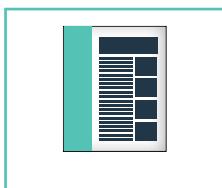
Le développement de l'aéroport Jean-Lesage; Hôtels pour faire de la plongée-tuba; Comment vendre segments pré-post croisière; Destinations vedette: Aruba, Bonaire, Curaçao; Expérience: comment se préparer pour Haïti ; Hôtel : CitizenM Amsterdam.

Décembre/Janvier 2020

Vœux 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

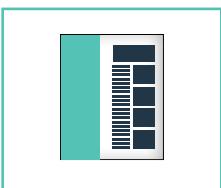
*May be subject to change at any time without notice

1/4 VERTICAL



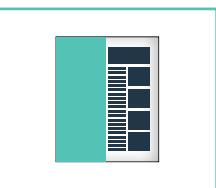
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+ 0.25 Safety margin
+ 0.5 bleed

1/3 VERTICAL



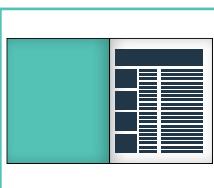
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+ 0.5 bleed

1/2 VERTICAL



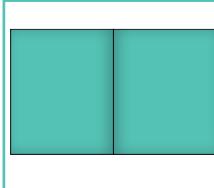
4 x 10.75"
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+ 0.5 bleed

FULL PAGE



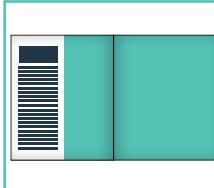
8.25 x 10.75"
+ 0.25 Safety margin
+ 0.5 bleed

DOUBLE PAGE



16.5 x 10.75"
+ 0.25 Safety margin
+ 0.5 bleed

1/2 VERTICAL + FULL PAGE



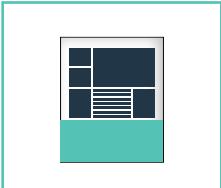
12.25 x 10.75"
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+ 0.5 bleed

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



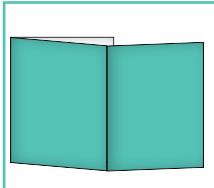
8.25 x 5.25"
+ 0.25 Safety margin
+ 0.5 bleed

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

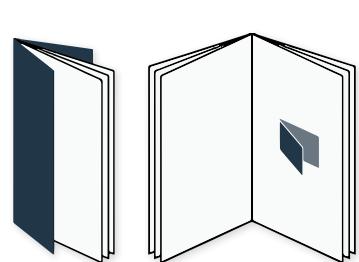
Clear plastic bag for unparalleled visibility



SPONSORED CONTENT

Advertisorial 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.

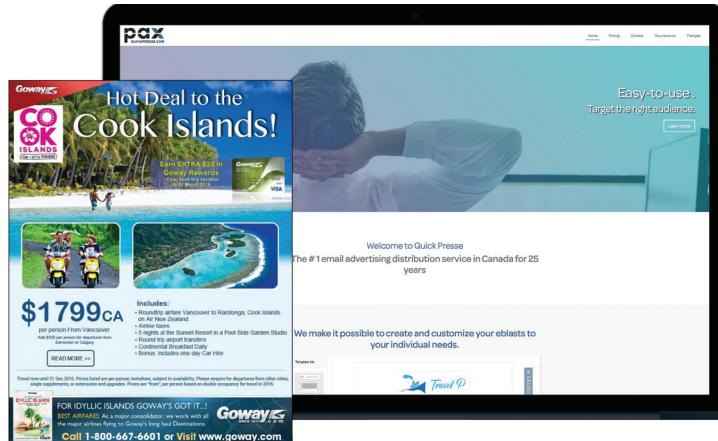
- Binding: Perfect
- Resolution: 300 dpi
- File Format : Acrobat PDF

- 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

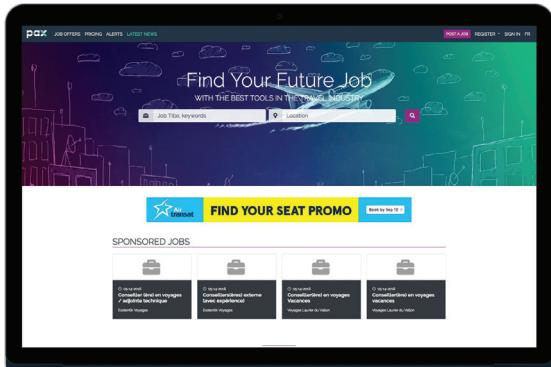
PAX Quick Presse users now have the ability to upload, manage, and edit their own client lists, to make sure that the intended audience receives the right news at the right time. Rather than simply use an auto-generated list, Quick Presse users can add and remove contacts, depending on which audience 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
\$125	\$300
10 JOB DISPLAY	FEATURE JOB FOR 1 WEEK
\$875	\$150

* 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	

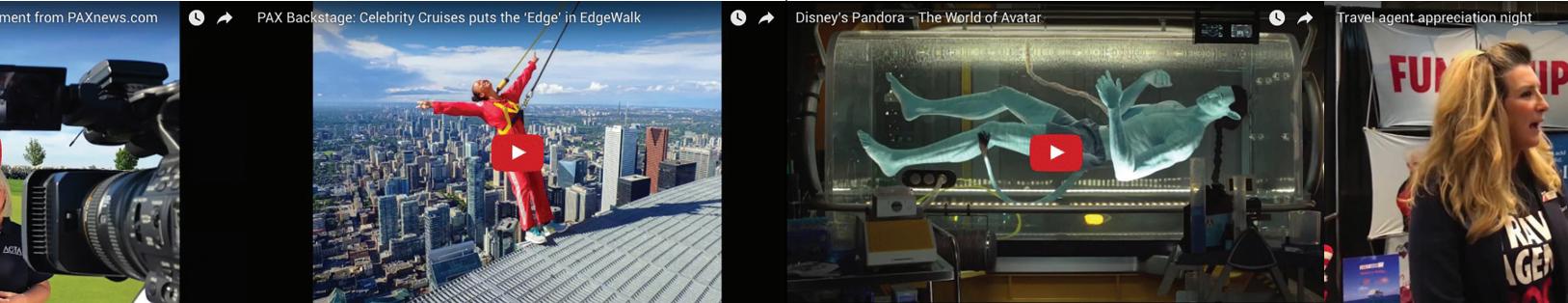
FRENCH NEWSLETTER		- 3%	- 5%	- 7%	- 10%	
Banner Style		1 week	12 weeks	26 weeks	36 weeks	52 weeks
Top banner	\$725	\$8,435	\$17,900	\$24,270	\$33,930	
Standard banner (between articles)	\$550	\$6,400	\$13,585	\$18,410	\$25,740	
Footer	\$635	\$7,390	\$15,685	\$21,260	\$29,715	



**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!

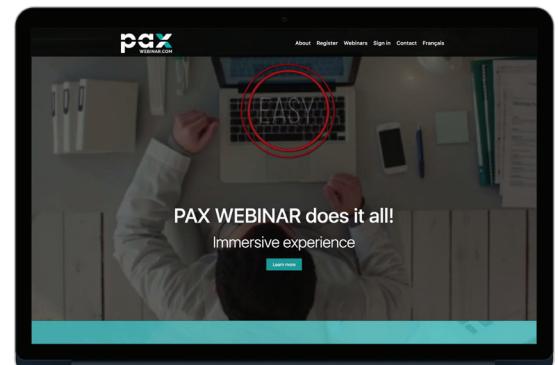
Webinar Host

- **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**

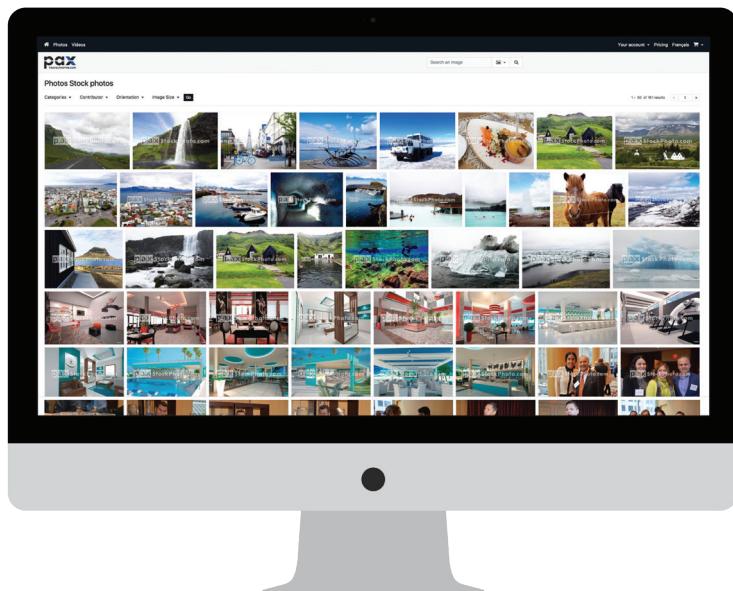
Prices

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

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