

travel.calm



IMPROVE YOUR BUSINESS TRAVEL

Reach over **300,000 Canadian business travellers** that spend over **\$1 billion** CDN on business travel annually.

Travel.calm is published monthly by Rogers Business & Professional Publishing targeting Canadian business travellers. Utilizing Rogers' unparalleled database, Travel.calm reaches business travellers across a range of professions and industries such as pharmacists, financial advisors, C-suite executives and the marketing, financial, insurance, human resource and medical communities.

Audience Demographics

We know from our readership study and research that our audience are affluent and influential business travellers:

- Average **6.5** business trips/year with **43%** travelling more than 12x/year
- **82%** travel within Canada, **59%** travel to the USA and 41% travel to Europe
- **92%** spend at least **\$500** per trip
- **85%** choose their own air provider and hotel (versus dictated by the organization)

TYPES OF READERS

- C-suite institutional investing, lawyers, brokers and HR
- C-suite healthcare & hospital executives
- Financial advisors, insurance brokers & institutional investors
- Institutional Money Managers, plan sponsors, senior level investment decision makers
- Pharmacists, nurses, medical community
- Marketing community – creative directors, account managers, agencies and client decision makers
- Meeting & incentive travel planners

Distribution

300,000+ business travellers

Advertising Opportunities

LEADER BOARD

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Only 1 per issue available.

BIG BOX

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Only 1 per issue available.

SPONSORED MESSAGES

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For further details contact our sales team now:

Shannon Leslie
416.764.1661
shannon.leslie@mtg.rogers.com

Marci Vigeant-Christie
416.764.1641
marci.vigeant@mtg.rogers.com

Zahra Jiwa
416.764.1634
zahra.jiwa@mtg.rogers.com





LEADERBOARD AD

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TRAVELLERS DASHBOARD

Relevant and useful travel info

W Hotel Debuts in Washington, DC

Hip hotel chain W has debuted in Washington, D.C. with a snazzy, 317-room property. [Read more...](#)

Zin Restaurant Opens in Toronto

The space formerly occupied by Boba restaurant, in Toronto's tony Yorkville, has morphed into Asian eatery Zin. [Read more...](#)

Destination clubs

Five-star amenities and service, low hassle and the chance to travel widely: what's not to love about destination clubs? [Read more...](#)



MUST-HAVE TRAVEL ACCESSORIES

Click here for this month's top picks!

Summer Flip-flops

OKA b. has released its summer, 2010, collection of eco-friendly flip-flops, slides, thongs and sandals perfect for relaxing in a hotel or spa. Shoes feature an ergonomic footbed enhanced with massage beads. [Read more...](#)



A LA CARTE ON THE ROAD

Noteworthy dining around the globe

Top Ten Washington, D.C., Food Faves

The Oval Room — A block from the White House, this intimate, softly-lit dining room glows. Executive chef Tony Conte's modern-American menu impresses, with, for example, foie-gras dumplings garnished with charred pineapple. [Read more...](#)



SPONSORED OFFERS

Save on your business travel

Holiday Inn: Free room upgrade [Read more...](#)

Starwood: Save 50% [Read more...](#)

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TRAVEL TIP

Pre-pack, for efficiency



“I have a suitcase that I know will not exceed the weight limit regardless of how much I pack, because of its size and lightweight design. I keep it partially packed for my ambitious travel schedule.” [Read more...](#)

— Jennifer Wood, BA, CMP, president, Consense Inc.

[Click here for more travel tips](#)

Contest

E-mail us your best travel tip — it can be anything from how to pack to how to minimize jet lag. We'll choose the best tip and award the winner a \$50 PetroCanada gas card.

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IMPROVE YOUR BUSINESS TRAVEL

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February	February 10	February 17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
March	March 10	March 17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
April	April 14	April 21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
May	May 12	May 19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
June	June 9	June 16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July	July 14	July 21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August	August 11	August 18	SOLD	N/A	<input type="checkbox"/>
September	September 8	September 15	SOLD	<input type="checkbox"/>	<input type="checkbox"/>
October	October 13	October 20	SOLD	<input type="checkbox"/>	<input type="checkbox"/>
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Shannon Leslie
416.764.1661
shannon.leslie@mtg.rogers.com

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zahra.jiwa@mtg.rogers.com

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