

PRESS RELEASE

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Right Royal launch for Selling Canada

The award-winning team at *Selling Long Haul* is excited to announce the launch of a new travel trade title this spring, *Selling Canada*.

The new magazine will be dedicated to all that's good and new about Canada's tourism products, and launches just as the destination is about to fall under the media spotlight. The first issue will be out in May, just prior to the first official engagement of Royal newly-weds, Prince William and Kate Middleton, who will tour Canada in June.

Selling Canada is being produced in partnership with the Canadian Tourism Commission and is set to become *the* UK trade reference source for the destination.

Packed with news, views, features, Q&As, offers and practical sales advice, the magazine will be distributed to travel agents across the UK and Ireland three times a year. It will also be available online with live website links and search facilities to give quick and easy access to destinations and suppliers mentioned.

Announcing the launch, Editor Steve Hartridge said: "This is an exciting new opportunity for any supplier involved in selling Canada to raise the profile of their product with the trade. As consumer interest grows in this diverse destination, our aim will be to ensure agents have the necessary knowledge and contacts to fully exploit Canada's undoubted sales potential."

All content will be written and edited by the team that brings you *Selling Long Haul*, *Selling Short Breaks & Holidays*, *Selling Cruising* and *Selling Australia*. To be part of this exciting new publication, contact Steve Hartridge, Andy Hoskins or Julie Baxter by emailing editorial@bmipublishing.co.uk.

For details on forthcoming features, editorial opportunities and advertising rates, please check-out the *Selling Canada* media kit, a PDF version of which can be downloaded from the link below:

http://www.bmipublishing.co.uk/mediakits/Selling_Canada_MK_final.pdf

WWW.BMIPUBLISHING.CO.UK

Issued by:

Julie Baxter on behalf of Selling Canada, a division of:
BMI Publishing Limited, Suffolk House, George Street, Croydon CR9 1SR
Tel: +44 (0)20 8649 7233
Email: enquiries@bmipublishing.co.uk

For further information please contact:

Sally Parker, Publisher, Selling Canada
Tel: +44 (0)20 8649 7233
Email Sally.Parker@bmipublishing.co.uk
OR Julie.Baxter@bmipublishing.co.uk