



SUMMER YYZ

TRIPPER MAGAZINE

EVERY ISSUE IS AN ADVENTURE



**YOUR TRAVEL GUIDE TO
WEED, CULTURE, AND
OFF-BEAT ADVENTURES
WHILE HIGH.**

THE FIRST CANNABIS DESTINATION MAGAZINE IS LANDING IN TORONTO!

#1

of all visits to Canada

27 million

tourists visit Toronto
annually

18%

of all visitor spending in
Canada occurs in
Toronto

565,000

visitors by car from the US
to Canada in 2023

35 billion

Tourist spending in
Ontario 2023

45%

of all international
visitors come to Ontario

65,000+

local racoons

“Toronto is becoming the epicentre of cannabis tourism in Canada. More and more people are flocking to the city to enjoy cannabis-related events, shop for premium products, eat in munchie-friendly restaurants, and just enjoy the freedom of smoking a joint in one of many of this city’s parks.”

Seven Point
Cannabis

17 billion

In 2022, the cannabis tourism industry in the U.S was worth over \$17 billion dollars, and in Colorado, it's estimated to generate over \$1 billion annually.


print sponsors:




PAPER CHASE PRESS



CANNABIS TOURISM

Similar to wine or beer, cannabis tourism is a form of agro-tourism where people travel to destinations based on the availability and legality of cannabis!

AUDIENCE

Cannabis tourists span a diverse demographic, but share a common interest: Sustainable, authentic travel experiences that engage with local cannabis culture and community.



TRAVEL GUIDES

While guides exist for wine tours, ale trails, and cheese adventures, Tripper is the first to provide travel and tourism information for travellers seeking cannabis-friendly destination vacations.



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88 PAGES
FULL COLOUR PRINT
250 COPIES TO LAUNCH
Spring 2025

**what we
feature**

dispensaries | bespoke experiences
brand stories | queer spaces | food |
accessories | Ontario drives canna-
friendly stays | farm gate | stoner
friendly activities | Bud and Breakfasts
local cannabis community

Community pricing available for
Local/ BIPOC / Queer-owned businesses

contact

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magazine sponsor

Maximum visibility and engagement for print and digital audience including:

Prime Print Placement. Full-page feature space on the inside front cover and back cover of the printed magazine

Digital Spotlight. Featured prominently on our website and social media channels,

Brand Integration: Logos displayed on all marketing materials, maps, and directory.

sponsored content

Maximize your brand's impact with sponsored content for print and digital reach.

Print Feature: A featured two-page spread in the print magazine. Includes photography, accompanied by a 500 word article that highlights your brand's story

Digital Spotlight: The feature will also be promoted on our website and socials.

creative sponsors

This unique sponsorship is a creative fund that goes directly to the artists, photographers, and writers sharing their talent with Tripper Magazine.

To showcase your support for local creatives, all Artist Sponsors and logos are featured prominently across print, web, and socials.

ad space

Print Feature: Choose from a full-page (8x10 inches) colour ad or a half-page ad in the print magazine.

directory & map

With Tripper's Directory and Map Package, your brand will reach travelers seeking the best cannabis-friendly activities on their visit to Toronto! Gain maximum visibility with prime placement both in print and digital.

Printed Maps Prominently featured on our pull-out destination map, highlighting key locations for cannabis tourists.

Digital Visibility: Prominent placement on digital directory via our website.

contact

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TRIPPER
MAGAZINE

YYZ Cover Artist
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You can support cannabis creatives by becoming an Artist Sponsor for one of the many local artists featured in Tripper Magazine.