



**MEDIA ALERT  
FOR IMMEDIATE RELEASE**

## **My Passion Media™ Launches Immediately Becoming One of the Country's Largest Travel Publishers**

**Vancouver, BC., January 6, 2014** – With an immediate reach of over 10 million readers, 6 online & print titles and the promise of more to come, *My Passion Media*™ launched this week dramatically changing North America's travel magazine landscape.

*My Passion Media's*™ portfolio represents a who's who of online and print publications including *Canadian Traveller*, *Explore*, *Infobarrel.com*, *CT*, *Environment 911.org* and *PawManeFin.com*. The company will continue to offer these established, iconic publications while developing and acquiring exciting new ones, all designed to entertain, inform and grow readers' passion for travel. Drawing on the experiences of a stable of 6,000 journalists around the world, readers can expect compelling story telling, unique travel tips and insight they will not find anywhere else.

President and Group Publisher, Brad Liski, a veteran of publishing and consumer marketing says the company's name is a commitment to readers and advertisers alike. "We arrived at the name "My Passion Media" very deliberately," he said. "Every reader has a passion and our mandate is to stir that passion with world-class content and imagery. From the reader's passion we are in turn inspired to transcend the page or the screen and help them find a place in the world that can help them live their passion."

Advertisers will discover a virtually unprecedented level of accountability. Working with *My Passion Media's*™ proprietary metrics, media buyers will be able to target a specific demographic in one publication or across the entire portfolio. "With our laser focused research, we are mitigating the risk of advertising," said Liski.

The company's current portfolio includes:

### **Consumer**

- Canadian Traveller – Global travel by Canadians – Print/Digital/Online
- Explore – Adventure travel by Canadians – Print/Digital/Online
- InfoBarrel.com – Vast General Knowledge - Online
- Environment911.org – Environmental issues - Online
- PawManeFin.com – Animal Lifestyles and Rescues -Online

### **Travel Trade**

- CT – Destination education for travel agents – Print/Digital/Online

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Launching with an established publication portfolio will allow My Passion Media™ to grow readership of the company's popular titles while allowing new concepts a chance to find their audience. "Many fantastic single-title publishers collapse under their own weight and unfortunately readers lose out. We will provide a place/foundation/home? for those publishers and publications to thrive" said Liski. "This is just the beginning at My Passion Media™ and we're committed to bringing exciting new travel concepts into the marketplace that will inspire readers and advertisers alike."

*My Passion Media™* is driven by a proven executive leadership team from some of the country's top publishing firms. Liski's broad experience in travel publishing through ACT Communications is complemented by Mark Yelic of OP Media Group's print publishing excellence. Ryan McKenzie and Kevin Hinton of Hinzie Media bring in-depth online publishing experience and rounding out the team, Hugh McKinnon of Norscot Investments will help guide the group's expansion plans through his extensive merger and acquisition track record.

With their combined 50 year success record in publishing, marketing and sales, the leadership team plans to pull together the best of the best, growing My Passion Media with some of the strongest talent in the industry.

**FOR ADDITIONAL INFORMATION:**

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