



Bringing Soccer Fans from Around the World to North America

The travel industry's most comprehensive coverage



PREMIER
TRAVELMEDIA

2026 Media Kit






ONCE-IN-A-GENERATION OPPORTUNITY

As we gear up for the historic North American arrival of FIFA's World Cup, there is an undeniable buzz in the air. Destinations, hotels and attractions are preparing to roll out the red carpet for travelers from around the globe.

Premier Travel Media is helping the industry capitalize on the buzz around traveling to celebrate The Beautiful Game by creating strategic content platforms that connect with overseas and domestic travel planners actively building sports travel experiences for 2026.

Our multi-brand distribution, industry alliances and media partnerships ensure that our partners' stories reach targeted, qualified decision-makers across the industry.

-  November 2025 is the launch of a new and exciting newsletter, InSite: Road to '26 Glory. With a reach of over **10,000** travel professionals, comprised of our subscribers at Sports Planning Guide and Inbound Insider newsletters, this is your inbox connection to leading sports travel planners worldwide.
-  Coinciding with the newsletter, a robust, SEO-forward, mobile-first micro-site centralizes critical trip-planning content and live updates. It will become the daily engine that powers discovery, conversions, and ongoing engagement from announcements through the final whistle.
-  In January 2026, a digital publication, "A Fan's Guide to The Beautiful Game '26" will be released in both English and Spanish that captures the full story in one immersive experience for the travel trade and fans. This edition packages our best editorial—how to visit, host-city spotlights, itineraries, and cultural content.





ELEVATING NORTH AMERICAN DESTINATIONS

Align your brand with a cohesive, pro-tourism welcome message that celebrates culture, food and experiences as three nations usher in what is considered the most anticipated North American sports event of the decade.



REACH AN ENGAGED AUDIENCE

Travel planners and fans are hungry for trusted information relating to these mega events. Our expert team of sports tourism journalists and search engine specialists are crafting meaningful content that will answer critical questions and guide decision-making for key travel dates.



UNPARALLELED EXPOSURE

Showcase your brand message with our three-pronged approach:

- 1) Microsite developed specifically around this event containing key information such as stadium guides, host city spotlights and day-away destinations
- 2) Trade-oriented e-newsletter delivered to over 10,000 travel planners
- 3) Digital publication, A Fan's Guide to the Beautiful Game 2026. Produced in both Spanish and English.

RATE AND PACKAGES

HOST CITY PACKAGES - \$7,995

Host City Spotlight Series: This content marketing platform includes your host city welcome message, city primer, updated match information, transportation logistics, fan experiences, plus must see sights, food & drink plus neighborhood deep dives

Fan's Guide Publication:

3 Pages of Content + full-page ad in Fan's Guide

DAY AWAY PACKAGES - \$4,295

Content Development and Marketing: We'll create a full-day Itinerary of suggested activities, foodie favs and top activities and link it to the host city's spotlight.

Fan's Guide Publication:

2 Page Spread (Itinerary + Matching Full-page Ad)

TIER 1 – OFFICIAL SPONSOR - (\$20,000 – ONE AVAILABLE)

- ✓ Designation as the **Official Sponsor**
- ✓ Website homepage hero section
- ✓ Sponsorship of digital magazine including logo on front cover
- ✓ Two page ad spread in the digital magazine
- ✓ One **editorial feature or thought leadership column** in the digital guide and website
- ✓ Banner ad in footer of all website pages
- ✓ Inclusion in 3 newsletter issues with "Sponsored By" attribution
- ✓ One **social media shout out** during guide launch campaign

TIER 2 – PREMIER PARTNER - (\$10,000)

- ✓ Prominent **logo placement** on key website pages
- ✓ Sponsored content block (article or company profile) featured on the website homepage
- ✓ Banner ad in 4 newsletters
- ✓ Full-page ad in the digital magazine
- ✓ Logo included on **dedicated Sponsor Recognition page**
- ✓ One **social media shout** out during guide launch campaign

TIER 3 – SUPPORTING PARTNER - (\$5,000)

- ✓ Prominent logo placement on key website pages
- ✓ One **social media shoutout** during guide launch campaign
- ✓ Full-page ad in the digital magazine
- ✓ Banner ad in 2 newsletters

**SECURE
YOUR
PACKAGE
NOW**

WELCOME SOCCER FANS TO NORTH AMERICA

BMO Field (Toronto Stadium)

QUICK INTRODUCTION

Toronto's waterfront home for World Cup 26™ action sits inside Exhibition Place, a short hop from downtown. Officially renamed **Toronto Stadium** for the tournament, BMO Field will use temporary seating to expand capacity to ~45,736. It's an **outdoor venue with a hybrid natural-grass pitch** and a **roof canopy** covering most seats on the east, west and south sides—great for shade, but still open to lake breezes.

Learn more about Toronto with our in-depth fan guide.

Match dates in Toronto

- Fri, June 12, 2026
- Wed, June 17, 2026
- Sat, June 20, 2026
- Tue, June 23, 2026
- Fri, June 26, 2026
- Thu, July 2, 2026

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Match dates in Toronto

- Fri, June 12, 2026 – Canada's opener
- Wed, June 17, 2026
- Sat, June 20, 2026
- Tue, June 23, 2026
- Fri, June 26, 2026
- Thu, July 2, 2026

VISIT BMO FIELD WEBSITE

BMO FIELD (TORONTO STADIUM)

Stadium Overview

Welcome to BMO Field | Location & Capacity | Stadium Features | Stadium Amenities | Bag Policy | Entry Rules | Game Day Tips

I first stepped onto the Exhibition Place grounds on a warm summer evening, the lake breeze pushing the sound of drums and chants across the plaza. From the moment you see the red seats against the skyline, you get why this venue works so well. It feels intimate, loud, and unmistakably Toronto. I came for a packed match—supporters in full voice on the south end, flags in motion, the kind of atmosphere that makes even a neutral lean forward.

Fan Guide to Toronto, Ontario

Make the most of your match week in Toronto: see more, stress less.

INTRODUCTION

Toronto for World Cup 2026 Visitors

Toronto is Canada's largest city and a cultural heavyweight—where skyline views, lakefront parks and global neighborhoods set the stage for an unforgettable match-week. In summer 2026, the city hosts six FIFA World Cup 26™ matches, including Canada's opening game on June 12 at Toronto Stadium (BMO Field's tournament name), bringing the party to one of North America's most passionate football cities.

Between fixtures, graze your way through Little Italy, Greektown, Koreatown and beyond, catch waterfront sunsets along Lake Ontario, and dive into museums, galleries and live music that reflect one of the world's most multicultural urban communities. Practicalities are easy: two centrally-located airports, a walkable core with robust transit, and warm early-summer weather that's built for patios and fan fests. Whether you're here for 90 minutes or a week, Toronto blends big-stage energy with neighborhood charm—perfect for pre-game buzz, post-match celebrations and everything in between.

Fast Facts

- **Population:** 3,025,647
- **Time zone:** Eastern Time (ET), observes Daylight Saving—EDT (UTC-4) in summer.
- **Airports:** Toronto Pearson (YYZ) and Billy Bishop Toronto City Airport (YTZ).
- **Currency:** Canadian dollar (CAD).
- **Power plug:** Types A & B, 120 V / 60 Hz.
- **Weather snapshot (June–July):** Summer is warm; daytime temperatures average above 20 °C and often rise above 30 °C.
- **Language:** Canada's official languages are English and French; the City offers information in 180+ languages via 311.
- **Drinking Age:** 19 years old.

SIGN-UP FORM:

- ☐ Host City Package ☐ Day Away Package
☐ Tier 1 Sponsor ☐ Tier 2 Sponsor ☐ Tier 3 Sponsor

Company _____

Contact _____

Address _____

City, State, Zip _____

Email _____ Phone _____

Signature & Date _____ Total _____

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Cheryl Rash
Southeast and Midwest
Cheryl@ptmggroups.com
630-794-0696 ext. 512



Diane Meglino
Mid-Atlantic, Northeast &
Eastern Canada
Diane@ptmggroups.com
630-794-0696 ext. 509



Tom Tobiason
West & Western Canada
Tom@ptmggroups.com
630-794-0696 ext. 505