



# 2018-19 Media Kit



# About [Vacay.ca](http://Vacay.ca) and [VacayNetwork.com](http://VacayNetwork.com)



Focus is on Canadian culture and destinations with emphasis on authentic and luxury experiences. Audience is primarily Canadian.



Editorial coverage of global destinations that sparks the dream journey with content created for U.S. audiences.

[Vacay.ca](http://Vacay.ca) and [VacayNetwork.com](http://VacayNetwork.com) are digital magazines produced by award-winning Canadian journalists and travel experts.

Our team members use their wealth of experience, knowledge and industry contacts to deliver authoritative information about the best places to see, sleep and eat in Canada ([Vacay.ca](http://Vacay.ca)) and around the world ([VacayNetwork.com](http://VacayNetwork.com)).

# EDITORIAL VISION AND LEADERSHIP



**Adrian Brijbassi, Managing Partner** — Adrian is among Canada's leading authorities on travel. He appears frequently on national and regional TV and radio discussing the travel industry, including noteworthy destinations and deals. He has won numerous travel journalism awards and has spoken at industry conferences as a digital media expert. He is a former Deputy Travel Editor at the *Toronto Star* and former Manager of Social Media & Advocacy for Destination Canada.



**Petti Fong, Managing Partner** — Petti Fong is a widely published journalist and CBC News broadcaster. Her work appears in *The Economist*, *Vancouver Magazine*, and other major outlets. Petti also is a public speaker who has given talks about travel and connecting to communities. She teaches journalism and ethics at Langara College in Vancouver.



**Rod Charles, Managing Partner** — Rod Charles is the former travel editor of the *Huffington Post* and *Canoe.ca*, the online version of the *Toronto Sun*. He has ghost-written articles for several elite athletes and used his content marketing skills to raise awareness for a number of charitable causes. As a managing partner of Elevation Media Solutions, he deals directly with clients to ensure the content we create is ideally suited for their brands and their target consumer.

# EXPERIENCED JOURNALISTS & STORYTELLERS

**Jim Byers** is one of North America's foremost travel authorities. The former travel editor at the *Toronto Star*, Jim has written for numerous publications, speaks at a wide variety of industry events, and also consults with destination marketing boards on how to adapt to the content-driven world of marketing.

**Renee Suen** is the Chair of the annual Top Restaurants in Canada rankings as well as a judge for the World's 50 Best Restaurants. Noted as one of Canada's leading culinary experts, Renee is also a food reporter for *Toronto Life* and provides our clients with a unique depth of knowledge about the culinary industry in Canada and around the world.

**Nic Amaya** has twice been named Canada's videographer of the year for his work on CBC. For Vacay.ca, he brings creativity and cutting-edge storytelling techniques to his travel videos.

**Linda Barnard** worked at the *Toronto Star* as Canada's premier film journalists and her travel articles have appeared in numerous publications around the globe.

**Guillermo Serrano** is a business development consultant who has international sales experience specifically targeting the Latin America marketplace. He is an expert facilitator, video producer and author.

# WHAT AUDIENCES ARE SAYING ABOUT US



## **Peter Bandelian of Buffalo, N.Y.:**

*"I hooked up on Twitter with Adrian Brijbassi to get an insider's scoop on what and where I needed to make my stops in Toronto. He was spot on with his recommendations of the Biermarket, WVRST Beer Hall, and Sneaky Dees."*

## **Linda MacDonald Smith of Nova Scotia:**

*"Agree with all the comments on this site, Cape Breton is beautiful & romantic. My parents spent their honeymoon going around the trail. The people are the best!"*

## **Michael Gaudet of Saskatchewan:**

*"Thank you so much for including the 'small guys' at the Resort Village of Manitou Beach SK in the 12 Best Places to Travel in Canada in 2012! Wow! This site is going viral in this community!"*

# OUR RECENT CLIENTS AND PARTNERS

**Black Press** — With more than 20 publications with a combined 3 million unique visitors per month (digital) and print readership exceeding 10 million readers, Black Press is a formidable publishing enterprise that gives our clients significant reach into their target markets. In partnership with Black Press, Vacay.ca has produced successful sponsored content campaigns for clients who have wanted to improve awareness of their brand and to drive visitation.

**Visit Florida** — As part of its innovative content marketing initiatives, Visit Florida opted to partner with Vacay.ca to create a stand-alone website that promoted the diverse array of experiences offered in its destinations.

**Indigenous Worx** — Focusing on Indigenous tourism marketing in British Columbia, Indigenous Worx contracted Vacay.ca to produce a series of sponsored content pieces — including podcasts, videos, articles, and social media — to showcase the products, experiences, and culture of the communities it promotes.

**Hotels.com** — Through expertly created content by Vacay.ca travel journalists, Hotels.com delivered a sponsored content series that gave audiences tips on booking hotels in leading Canadian cities and exploring those destinations as well.

# SPONSORED CONTENT OPPORTUNITIES I

Our award-winning members of Vacay.ca have the expertise and contacts to connect your brand to a larger audience.

**Annual 20 Best Places to Visit in Canada:** Vacay.ca's annual ranking of Canada's leading destinations for the coming year is always one of the most viewed and shared pieces of travel content on the Internet. Your brand can be referenced globally as the title sponsor of this influential ranking.

**Rock n' Roll Road Trips:** Our popular series profiles musicians who discuss how their travels have influenced their songwriting and their lives. Notable articles and videos have featured The Tragically Hip, A Tribe Called Red, Paul Brandt, and more. Your brand can be credited with bringing this exciting content series to audiences around the world.

**Celebrity Travels:** Like our Rock n' Roll Road Trips, this series profiles actors, business executives, and other public figures who discuss their favourite places and how they've impacted their lives and careers. Your brand can be the title sponsor of this series that is sure to be popular with influencers and fans.



# SPONSORED CONTENT OPPORTUNITIES II

Our award-winning members of Vacay.ca have the expertise and contacts to connect your brand to a larger audience.

**LGBTQ Travel:** Our columnist Ryan Massel frequently appears on Breakfast Television (Calgary) and other programs discussing his travels and travel advice. His columns connect experiences and products with highly motivated and affluent travellers.



**Golden Tickets:** Focusing on seasoned travellers who have the budget and desire to explore the best of what the world offers, our Golden Tickets series is ready to launch in fall 2018 with content on luxury destinations and experiences from around the globe.

**Tech Travel:** Our experts review the latest gadgets and apps, providing consumers with essential content for their travel needs. Be the source of this helpful information as the sponsor of the Tech Travel series.

**Cruise Tips:** Columnist Ming Tappin is one of Canada's leading experts on cruise travel and she brings her knowledge to Vacay.ca and VacayNetwork.com audiences, profiling cruise destinations around the world.



# SPONSORED CONTENT OPPORTUNITIES III

## Content Series: \$4,000

- 4 bylined articles (1,000 words each)
- 3 Images per article
- Social media promotion with multiple posts per platform
- 1 Leader Board/Big Box ad on home page, landing page and article page
- Data analysis and campaign report
- Rights to use copy for your brand's collateral
- Ownership rights to images



## Additional Products:

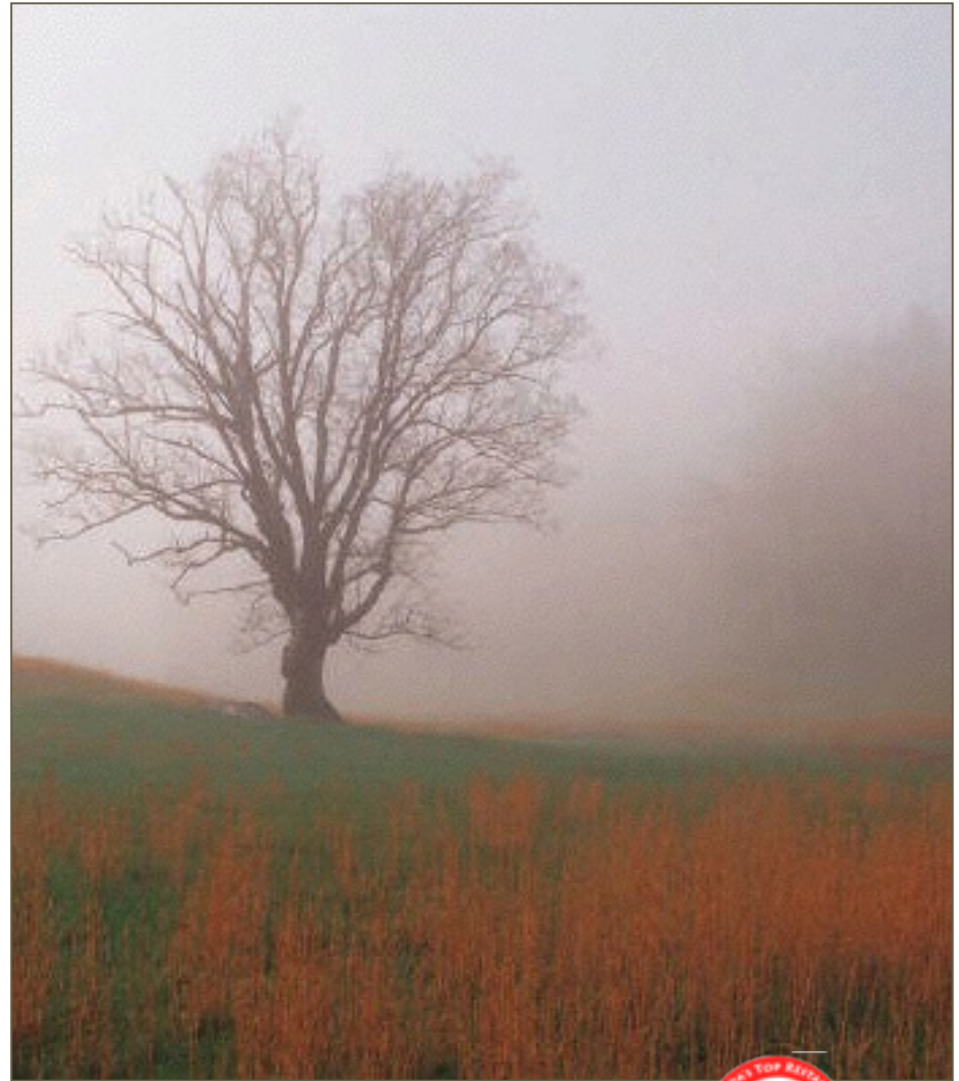
- Videos: \$1,200 each (90 seconds duration), including rights to B-roll
- Podcast series: 4 podcasts (20 minutes each) focused on your destination, \$600 per podcast (\$2,400 total)

## Content Microsite: \$16,000

- 10 bylined articles (1,000 words each) with 3 images each
- 4 videos (90 seconds duration)
- 4 podcasts (20 minutes each)
- Development of content microsite that houses content only on your brand and linking off of Vacay.ca's home page
- Social media promotion with multiple posts per platform and per content piece
- Multiple advertisement boxes on home page, landing pages and article pages
- Data analysis and campaign report
- Rights to use copy for your brand's collateral and ownership rights to images and video B-roll

# OUR AUDIENCE

- Primary Target: Adults 18-34 who are actively seeking their next vacation
- 55%/45% Female-to-Male ratio
- Average age: 29
- Average HHI \$105K+
- **Vacay.ca:** 70% Within Canada (Toronto, Vancouver, Montreal)
- **VacayNetwork.com:** 65% US (California, New York, Florida); 25% Europe



Twitter: @ VacayCanada Facebook: Vacay.ca  
Vacay.ca (VacayCanada Inc., a division of Elevation Media Solutions Inc.)



# SITE STATISTICS



Vacay.ca

Unique monthly visitors: 112,206

Unique monthly pageviews: 475,139

Impressions:  
2,717,823

Please note: Average monthly figures for 2017-18

VacayNetwork.com

Unique monthly visitors: 14,612

Unique monthly pageviews: 18,355

Impressions: 52,624

Please note: Average monthly figures for 2018



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# CONTACT

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