



**Media Kit 2023**



## **Magazine Content For Passionate Travellers**

Twitter: @VacayCanada Facebook: Vacay.ca Instagram: VacayCanada  
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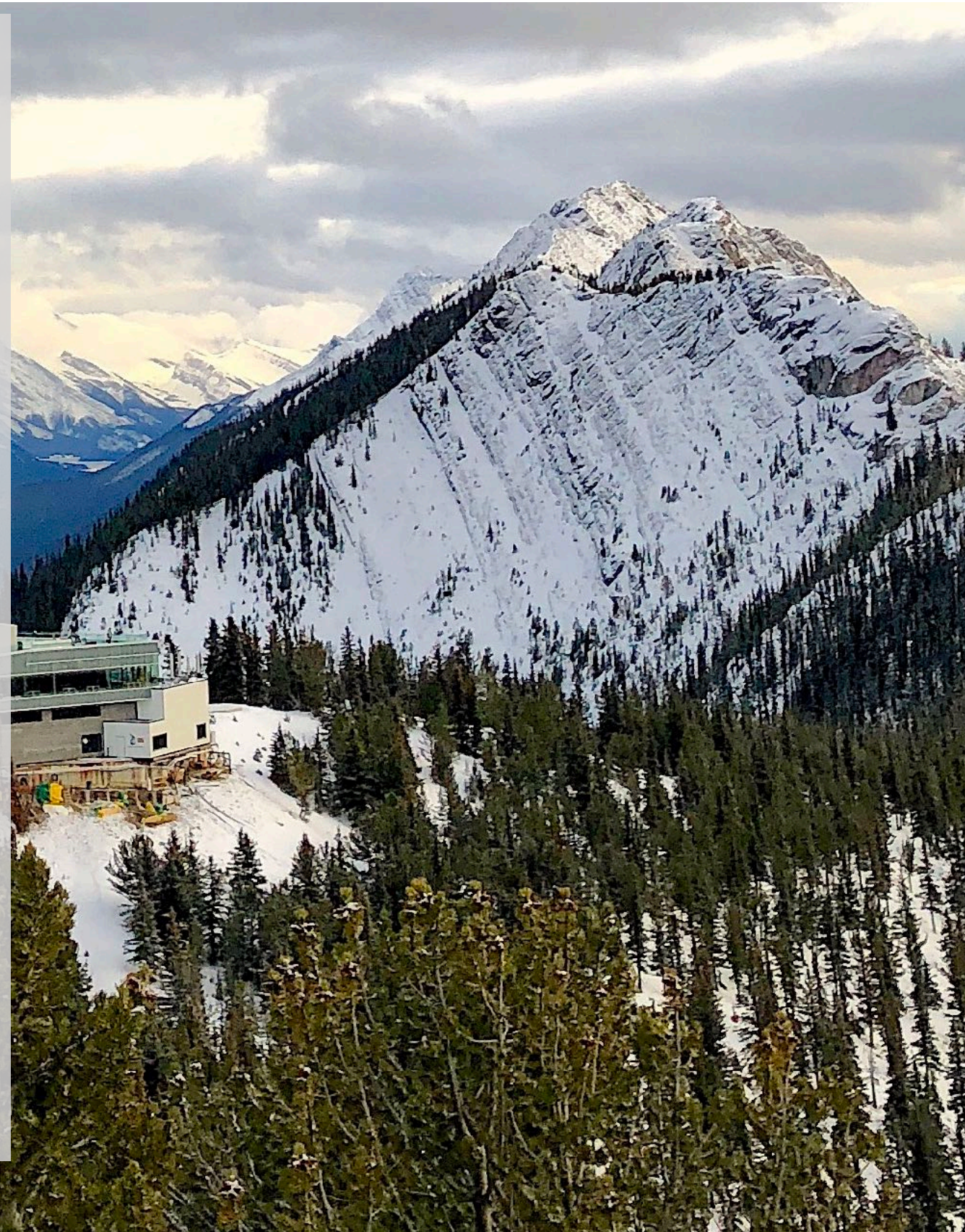
# About Vacay.ca

## **Vacay.ca is the Concierge to Canada.**

Our boutique digital travel magazine has gained a dedicated following of consumers who are actively seeking to make their next vacation decision.

Thanks to **groundbreaking achievements** in Canadian media and **award-winning content**, Vacay.ca has been recognized as an influential thought leader in the tourism and hospitality industry. Vacay.ca has published more Indigenous tourism content than any other media outlet and has featured long-form editorial projects on BIPOC businesses, and sustainability/regenerative tourism.

Our content has been featured on national TV and radio broadcasts, and syndicated around the world. It speaks to the most interesting, exciting and unique places to stay, dine, and enjoy in Canada.





# About VacayNetwork.com

**VacayNetwork.com specializes in award-winning international content for passionate travelers.**

The international section of Vacay.ca is focused on serving vacation-seekers with experiential travel stories about the United States and beyond.

VacayNetwork.com's content speaks to the most interesting, exciting and unique places to stay, dine, and enjoy around the world, with an emphasis on authentic experiences that give audiences a sense of people and place. Like Vacay.ca, the content of VacayNetwork.com is inclusive, featuring underrepresented businesses and diverse tourism offerings.





# Our Editors

**Adrian Brijbassi:** Adrian advises federal and regional tourism agencies on marketing initiatives and has appeared as a speaker at several travel and digital media conferences. A recognized authority on travel, Adrian frequently appearances on broadcast outlets. He has won numerous awards for his writing, and is a former travel editor at the *Toronto Star*, sports editor at the *Vancouver Sun*, and news editor at *New York Newsday*.

**Petti Fong:** A widely published journalist and CBC News broadcaster, Petti's work appears in *The Economist*, *Vancouver Magazine* and other major outlets. Petti is also a public speaker who has given talks about travel and connecting to communities. She teaches journalism and ethics at Langara College in Vancouver. Her podcast series, "Alone Together", is being turned in slated for 2024.

**Rod Charles:** Rod has worked as the *Huffington Post* travel editor and has been published in Canada's largest travel news outlets, including the *Toronto Star* and *Globe & Mail*. He has ghost-written columns and books for notable sports and business celebrities.

**Our Writers and Photographers:** Vacay.ca and VacayNetwork.com have published many of North America's leading travel journalists and retains an active roster of approximately 20 content creators. Their articles, photography and videos helps us to maintain a broad reach of coverage as well as provides expert sources to guide our audiences to making the best travel decisions for themselves and their families.





# Award-Winning Content



Our mix of acclaimed journalism, documentary-style videography, and social-media expertise has made it Canada's leading digital travel publication with more than 7,500 subscribers, who are primarily curious travellers, connoisseurs and socially conscious citizens.

## **SOME RECENT AWARDS EARNED BY OUR CONTENT CREATORS:**

- ✦ **2021 BEST TRAVEL COLUMN, RUNNER-UP (TMAC AWARDS)**
- ✦ **2021 BEST OUTDOOR ARTICLE, RUNNER-UP (TMAC AWARDS)**
- ✦ **2021 BEST DESTINATION PHOTO & BEST PEOPLE PHOTO, RUNNER-UP PRIZES (SATW CANADA AWARDS)**
- ✦ **BEST 2019 BEST DESTINATION PHOTO (SATW CANADA AWARDS)**
- ✦ **2019 BEST PEOPLE PHOTO (SATW CANADIAN AWARDS)**
- ✦ **2019 SILVER, BEST CANADIAN ARTICLE (SATW CANADIAN AWARDS)**
- ✦ **2018 BEST DESTINATION PHOTO (SATW CANADIAN AWARDS)**
- ✦ **2018 SILVER BEST INTERNATIONAL ARTICLE (SATW CANADIAN AWARDS)**
- ✦ **2017 BRONZE BEST INTERNATIONAL DESTINATION ARTICLE (NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION)**
- ✦ **2017 SILVER BEST CANADIAN ARTICLE (SATW CANADIAN AWARDS)**
- ✦ **2016 FINALIST BEST ADVENTURE ARTICLE (NATJA)**



# Impactful Content

## ‘Inspired Cooking’ Cookbook

Featuring 20 of Canada’s leading chefs, *Inspired Cooking* (2017) has been called “the best edited cookbook of the year” by *The Best of Food & Wine*. The charity cookbook benefits members of InspireHealth, a Vancouver-based non-profit agency that helps cancer patients take charge of their own wellness. The Vacay.ca team created the content for the cookbook, which was dedicated to our co-founder, Julia Pelish, who passed away from cancer in 2016. Her husband, our editor Adrian Brijbassi, served as the editor of *Inspired Cooking*.



## 20 Best Places to Visit in Canada

The Vacay.ca annual ranking of the 20 Best Places to Visit in Canada is recognized from coast-to-coast as a predictor of travel trends. Its revenue impact on chosen destinations has proven to be significant. Each year, the list receives more than 10,000 Facebook likes and is mentioned in many dozens of publications nationally and internationally.

## Destination & Culinary Features

From its inception, our magazine has brought awareness to local cultures and travel experiences that are authentic, distinct, and often unheralded. Naturally, part of that emphasis is on restaurants, wineries, breweries, and farmers who showcase a taste of the regions we cover.



# Our Audience

- Primary audience: 23-45
- Gender: 55% female/45% male
- Household Income: \$120K+
- Location of audience:
  - 73% Canadian (Toronto, Vancouver, Montreal, Calgary)
  - 20% USA (New York, California, Washington, Michigan)
  - 7% International (China, UK, Germany)
- Top Affinity Interests: Culinary Tourism, Boutique Hotels, Wine Tours, Indigenous Culture, Arts, Sports Tourism

## Social Media

- Twitter: 4,300 followers
- Facebook: 2,300 followers
- Instagram: 150 followers
- Newsletter: 7,500 subscribers
- YouTube: 180 subscribers





# Our Partnerships

Our team provides original content solutions to Postmedia publications (Vancouver Sun, National Post), Black Press Media Inc. (owner of more than 24 media properties in Western Canada and the U.S.) and digital media solutions through the Travel Local Collective. We are also the publishing partner of Trippzy, the innovative travel-trivia mobile app that educates travellers about global destinations and provides incentives to immediately book travel.

## **Combined reach of Vacay.ca-owned properties and partner properties:**

3.3 million unique monthly visitors  
10 million monthly pageviews

## **Vacay.ca Statistics Only:**

85,000 unique monthly visitors  
425,000 monthly pageviews

## **\*VacayNetwork.com Statistics Only:**

35,000 unique monthly visitors  
195,000 monthly pageviews

\*VacayNetwork.com is focused on international content and focused on U.S.-based consumers.





# Sponsored Content Opportunities I

## 1. Vacay.ca & Postmedia or Black Press Media Partnership

Vacay.ca has partnered with Postmedia and Black Press for several successful tourism marketing campaigns that amplify our clients' reach to locations across Canada and the United States. Postmedia has more than 15 million unique users across its properties and Black Press has more than 3 million unique users across its properties. Both partners have significant social-media followers.

Examples of our customizable content bundles include:

### 1) Single article (1,000 words, minimum 3 hi-res photos) about a destination or experience

- Publication on Vacay.ca and/or VacayNetwork.com, and up to 27 Black Press properties OR 4 Postmedia properties
- 2 posts each per media property on Facebook and Instagram
- 3 posts each per media property on Twitter
- Promoted posts on Facebook (Vacay.ca)
- Data analysis report
- Copyright ownership of visual and written content

**Cost:** \$4,250



### 2) Multi-article Series

- Publication of multiple articles each focused on a topic or theme identified by the client. Content will appear on Vacay.ca and/or VacayNetwork.com, and either Black Press OR Postmedia properties. Each article is 1,000 words and includes a minimum of 3 hi-res photos.
- Social media posts and data analysis report as listed in the “Single article” promotion above
- Copyright ownership of visual and written content

**Cost:** \$9,900 for 3 articles or \$12,750 for 4 articles or \$14,875 for 5 articles

### 3) Multimedia Series

- All of the Multi-article Series (including pricing for articles), plus:
- Video production from award-winning videographers
- Podcast production featuring travel experts discussing your destination’s attractiveness
- Video and podcast content embedded in articles
- Video and podcast content shared on social media and through digital advertising
- Copyright ownership of visual and written content

#### **Video Costs:**

\$1,250 (1 video); \$2,000 (2 videos); inquire for more videos

#### **Podcast Series Costs:**

\$500 (1 podcast); \$875 (2 podcasts); \$1,250 (3 podcasts); \$1,600 (4 podcasts); inquire for more podcasts



# Sponsored Content Opportunities II

## **Vacay.ca & Brewers Journal Partner on the “24 Best Drinks Destinations in Canada”**

Vacay.ca is actively working on content about Canada’s craft-beer scene, including the Best Craft-Beer Crawls in the country and Best Drinks Destinations in Canada. We have partnered with Brewers Journal Canada to create definitive content about the nation’s breweries, distilleries, and cocktail makers.

Sponsorship includes title naming rights, inclusion of brand logo, ongoing social-media promotion of the ranking (including promoted posts), preview article of the rankings, 10,000-word ranking article, 600-word articles on each of the Top 5 entries, 3 videos, digital advertising.

**Cost of Sponsoring the “24 Best Craft-Beer Crawls in Canada”:** \$15,000

**Cost of Sponsoring the “20 Best Drinks Destinations in Canada”:** \$15,000



Examples of our customizable craft-beer content bundles include:

### **1) Single article (800 words) about a craft-beer or drinks destination or experience**

- Publication on Vacay.ca and Brewers Journal
- 2 posts each per media property on Facebook and Instagram
- 3 posts each per media property on Twitter
- Promoted posts on Facebook (Vacay.ca, Brewers Journal Canada)
- Data analysis report

**Cost:** \$1,200

### **2) Multi-article Series**

- Publication of multiple articles each focused on a beer-related topic or theme identified by the client. Content will appear on Vacay.ca and Brewers Journal Canada
- Social media posts and data analysis report as listed in the “Single article” promotion above

**Cost:** \$3,300 for 3 articles or \$4,000 for 4 articles or \$4,625 for 5 articles

### **3) Multimedia Series**

- All of the Multi-article Series (including pricing for articles), plus:
- Video production from award-winning videographers embedded in articles and shared on social media and digital advertising

#### **Video Costs:**

\$1,250 (1 video); \$2,000 (2 videos); inquire for more videos



# Sponsored Content Opportunities III

## Vacay.ca & Trippzy Partner to Innovate Tourism Marketing

Trippzy solves two of the tourism industry's most pressing problems:

- How to connect with younger consumers on their chosen media platform (mobile games)
- How to bring travellers to partner destinations during shoulder season

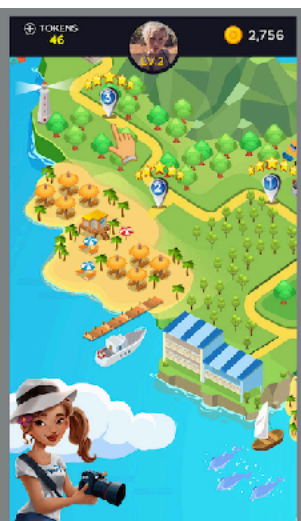
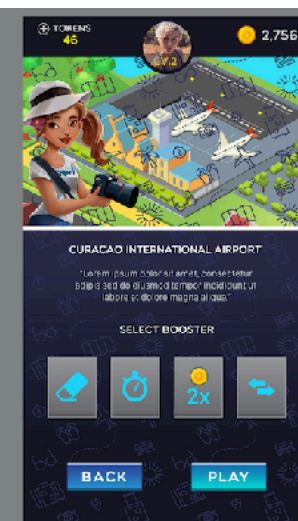
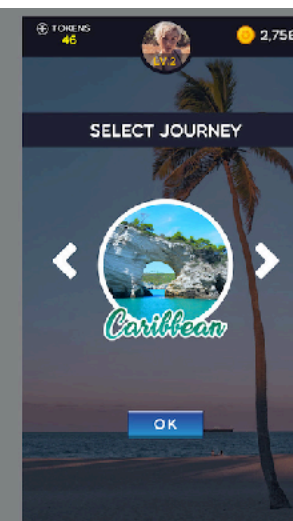
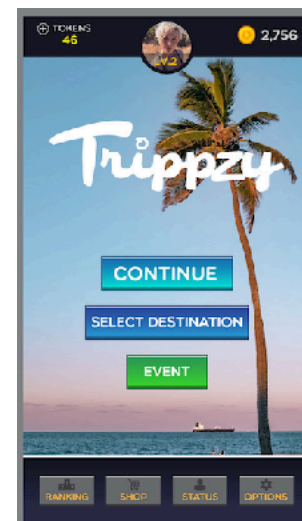
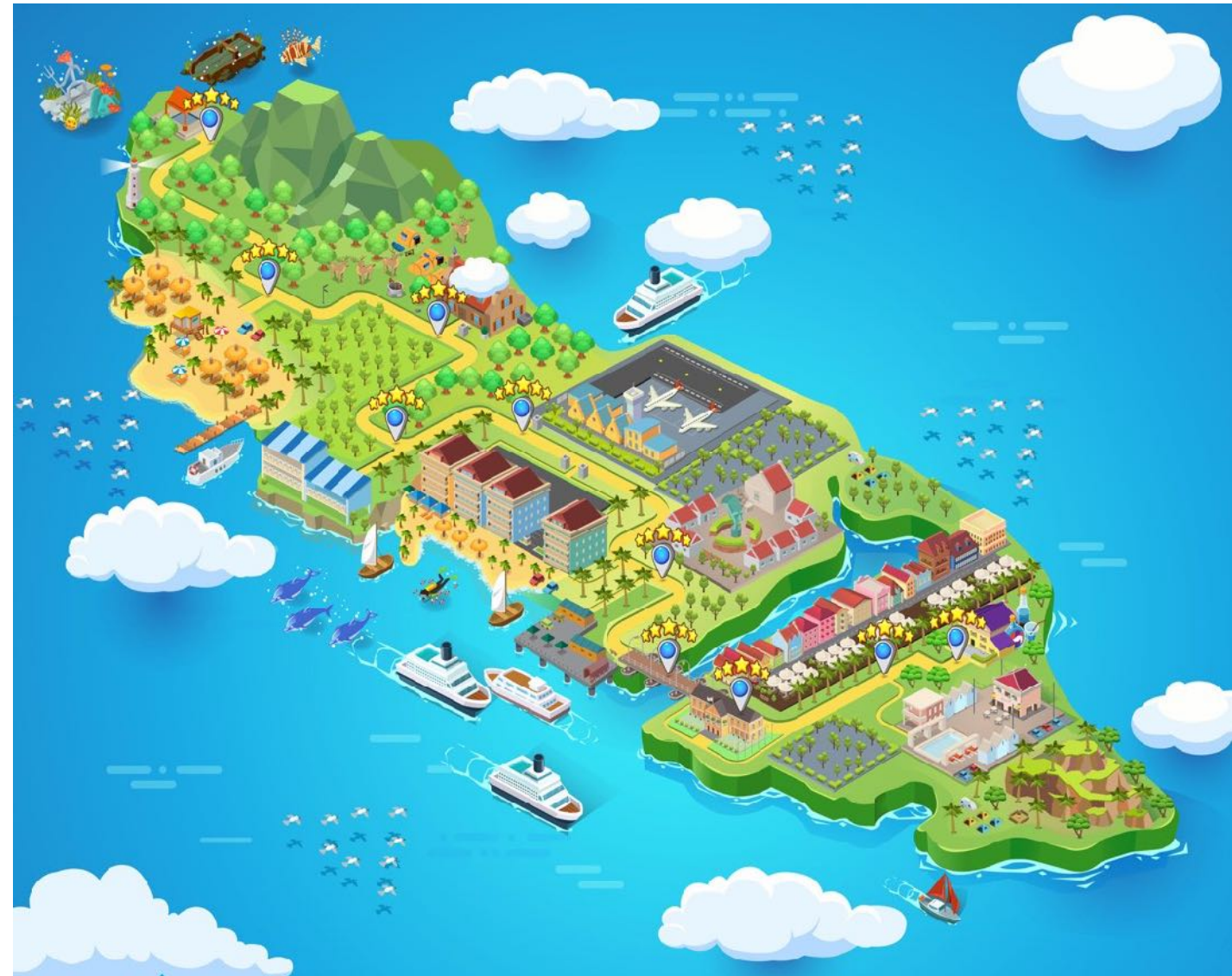
### Achievements:

- Trippzy has partnered with 6 Caribbean destinations and 2 Canadian destinations.
- Trippzy has 12,000 downloads since launching in 2019.
- Trippzy has sent 12 players to partner destinations at a cost-per-acquisition of \$0.

### Partner destinations receive:

- More than 800 trivia questions on their destination, created by travel journalists familiar with their attractions and experiences
- Multiple articles published on partner online properties
- Live event promotion and marketing
- Public relations outreach to travel and tech media
- Data about Trippzy's players segmented into interest categories (ie: culinary, sports, arts, adventure)

**Cost:** \$0





# Sponsored Content Opportunities IV

**Vacay.ca has numerous other partnership opportunities, including:**

- International Sun Getaways Series sponsorship
- 20 Best Streets in Canada
- Best Chefs in Canada Series sponsorship
- Rock n' Roll Road Trips sponsorship
- Great Canadian Weekends sponsorship
- Summer Road Trips Series sponsorship
- Best Wine Destinations in Canada sponsorship
- Regenerative Tourism & Culture sponsorship



# 2023 Editorial Calendar

- **February:** 20 Best Places to Visit in Canada for 2023 (with a focus on the leading destinations for music tourism)
- **March:** Family travel for spring
- **April:** Earth Day coverage from across Canada
- **May:** Best Drinks Destinations in Canada (in partnership with Brewers Journal Canada)
- **June:** Summer road trips series
- **July:** Canada Day coverage from across the country
- **August-September:** Fall and harvest festival previews
- **October:** Fall travel experiences
- **November:** Ski and snowboard preview
- **December:** Holiday festival and Christmas markets coverage
- **Monthly:** Best Chefs in Canada Series





# Vacay.ca Makes News

Our content has appeared or been referenced in a variety of mainstream and niche media outlets

## **Broadcast News**

- CTV News Network
- Canada AM
- CTV Kitchener and other regional networks
- CBC Radio in numerous locations
- TSN Radio
- Breakfast Television
- Best of Food & Wine

## **Digital and Social Media Coverage**

- Worldjournal.com
- ABC.com
- CNN.com
- Travel.ca.msn
- Huffingtonpost.ca
- Ottawacitizen.com
- News.yahoo.com
- La Liste
- Matador Network
- Conde Nast Traveler
- Lonely Planet

## **Print**

- Toronto Life
- Canadian Press
- Montreal Gazette
- Vancouver Sun
- National Post
- Toronto Star
- Winnipeg Free Press
- Metronews
- Halifax Chronicle
- Calgary Herald
- PEI Guardian
- St. John's Telegraph
- Edmonton Journal
- Victoria Times-Colonist
- The Record
- Toronto Sun
- La Presse
- The Daily Gleaner
- Travel Pulse Canada
- Kelowna News
- Yukon News



# Contact

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