

VANCOUVERISLAND.COM
BRITISHCOLUMBIA.COM



2024 MEDIA KIT



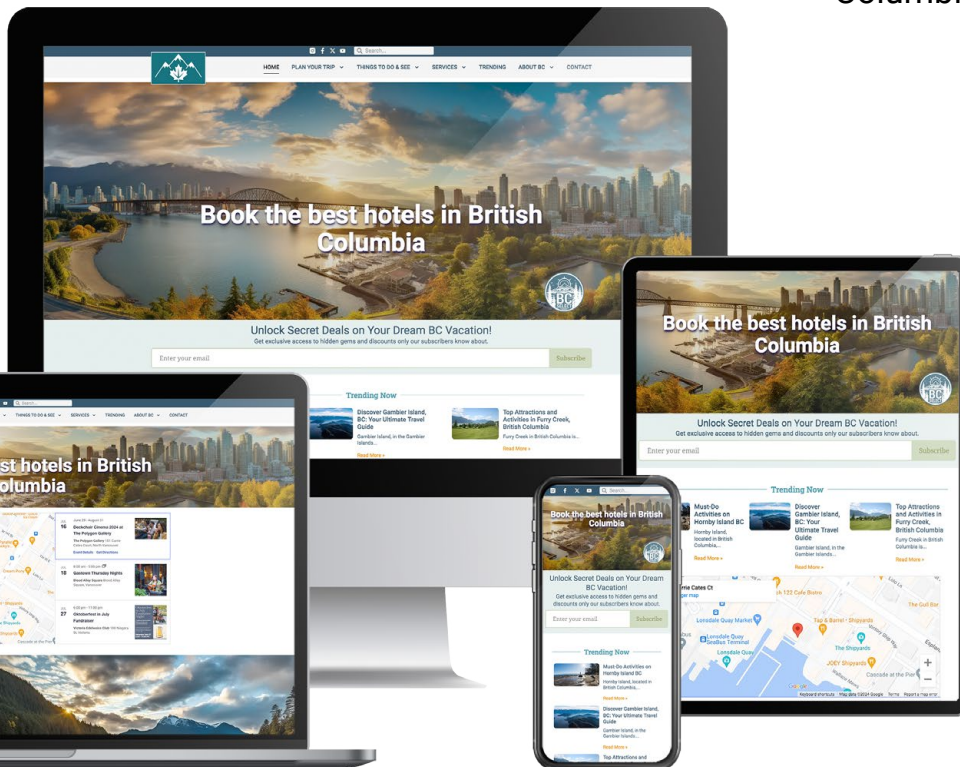
BritishColumbia.com and VancouverIsland.com are premier online platforms dedicated to showcasing the unmatched beauty and diverse attractions of British Columbia and Vancouver Island. Focusing on travel, adventure, and local culture, our websites offer comprehensive guides, stunning visuals, and engaging content that captivate millions of visitors each year. Our mission is to inspire and inform travelers by providing in-depth information on destinations, activities, and experiences unique to this breathtaking region.

TARGETED AUDIENCE:

Our audience consists of travel enthusiasts, outdoor adventurers, and culture seekers from around the world. We attract visitors from Canada, the United States, the United Kingdom, Australia, and Germany, making our platforms ideal for promoting travel-related accommodations, local businesses, and British Columbian tourism. The diverse demographics of our audience ensure that your advertisements reach a wide and varied group of potential customers eager to explore all that British Columbia and Vancouver Island have to offer.

EMAIL OUTREACH:

Through our weekly newsletter, we provide exclusive opportunities for sponsorship or full takeovers. This outreach extends to both our internal subscriber list and additional contacts via our preferred media partners, allowing us to reach over 100,000 unique individuals.



QUICK FACTS	+750k	+10k
	Annual Combined Visits	Monthly Subscription Growth



BritishColumbia.com

SESSIONS

475.86K

↑ 144.71%

VISITORS

415.49K

↑ 145.52%

PAGE VIEWS

641.25K

↑ 147.54%

MEDIAN AGE

25-54

NEW VS RETURNING

New 50.09%
Returning 49.91%

MAIN DISTRIBUTION

Canada 75%
U.S. 20%
Global 5%

NEWSLETTER
SUBSCRIBERS

33K

SOCIAL MEDIA

13.25K

X: 10.7K followers
FB: 1.4K followers
IG: 1.15K followers

* Annual Analytics Performance Report: 2023-2024



VancouverIsland.com

SESSIONS

566.28K

↑ 188.68%

VISITORS

490.02K

↑ 202.82%

PAGE VIEWS

773.38K

↑ 179.66%

MEDIAN AGE

23-56

NEW VS RETURNING

New 50.16%
Returning 49.84%

MAIN DISTRIBUTION

Canada 68%
U.S. 25%
Global 7%

SOCIAL MEDIA

17.8K

X: 13.3K followers
FB: 3.5K followers
IG: 1K followers





BritishColumbia.com

Total Visitors:

324,480 in the past 12 months

Location Highlights:

217,849 from Canada (67% of total traffic)

71,586 from United States (22% of total traffic)

High-Intent Audience:

Organic Search Traffic: 286,251 visitors (88%) Indicates high intent and active content seeking, suggesting strong potential for further engagement.

VancouverIsland.com

Total Visitors:

437,883 in the past 12 months

Location Highlights:

273,346 from Canada (62% of total traffic)

107,552 from United States (25% of total traffic)

Engagement & Relevance:

Organic Search Traffic 391,339 visitors (89%) Indicating high buyer intent and user relevance.

OUR EMAIL LIST

Across BritishColumbia.com and VancouverIsland.com, our current email list includes approximately 35,000 highly engaged subscribers. With a monthly growth rate of 10,000 new subscribers, we anticipate expanding to 95,000 subscribers in the next six months and up to 155,000 within a year. This rapid growth underscores our ability to attract a targeted and responsive audience. Additionally, our partner network, exclusively

focused on British Columbia, provides access to another 83,526 email subscribers. The combined reach of our owned media and partner channels connects you to a substantial, highly targeted, and engaged audience interested in BC content, ensuring impactful advertising opportunities.



Our media advertising opportunities provide flexible and tailored solutions to help your brand engage with our highly targeted and interested audience.

SPONSORED CONTENT

Sponsored Blog Post:

Enhance brand credibility and engage with a highly relevant audience through editorial content created by our team and featured on BritishColumbia.com and/or VancouverIsland.com.

Series Sponsorship:

Maintain consistent exposure with a sponsored series, such as "Featured Destination of the Week," keeping your brand visible and engaging for travel-focused audiences.

SOCIAL MEDIA PROMOTION

Owned Media Push:

Boost your brand's presence with organic social media posts across the BritishColumbia.com and VancouverIsland.com platforms.

Partner Social Media Push:

Expand your reach further with a coordinated effort across partner social media channels, targeting a BC-focused audience.

Paid Social Campaigns:

Maximize your impact with sponsored social posts and ads, utilizing advanced targeting for increased reach and engagement.

EMAIL MARKETING

Dedicated Email (Owned Media):

Send a focused email blast to our growing list of 35,000 subscribers, delivering your message directly to a targeted, high-intent audience.

Partner Email Blast:

Expand your reach by sending your message to our partner's BC-exclusive list of 83,526 subscribers, ensuring you capture a regional and engaged audience.

These options are crafted to enhance your brand's visibility across multiple channels, driving significant traffic and conversions while connecting you with potential customers ready to engage with your products or services. From storytelling content to targeted emails and broad social media outreach, this strategy ensures you capture attention and effectively turn interest into action.



Whether your goal is to create in-depth content through sponsored posts, reach thousands of subscribers via direct email, or maintain consistent visibility on social media, each option is tailored to help you achieve your objectives.

MULTI-CHANNEL PACKAGES

Multi-Platform Content Push:

Gain broad visibility by utilizing simultaneous exposure across our websites and partner sites.

Comprehensive Media Blast:

Maximize impact by combining email (owned and partner), social media (owned and partner), and web content into a single powerful promotional package for a set campaign period.

EVENT SPONSORSHIPS

Newsletter Feature Sponsorship:

Secure a prominent feature in our weekly newsletter, showcasing your brand with exclusive offers designed to drive engagement and interest.

Online Event/Webinar

Sponsorship:

Join as a sponsor for virtual events centered around BC travel and tourism, enhancing your brand's visibility and credibility.

DISPLAY ADVERTISING & BANNERS

Homepage Banner Ads:

Achieve maximum exposure with clickable banner ads featured in prominent positions on our websites, directing traffic and interest straight to your offerings.

Sponsored Widgets/Sidebars:

Position your ad next to highly relevant content on our platforms, increasing visibility to users actively searching for related information.

These options are crafted to enhance your brand's visibility across various channels, driving significant traffic and conversions while connecting you directly with potential customers ready to engage. From storytelling content to targeted email campaigns and broad social media outreach, you'll gain from a strategy that captures attention and transforms interest into action.



BRITISH
COLUMBIA.COM

CONTACT US

HEAD OFFICE

#306 9775 188th Street
Surrey, BC V4N 3N2
British Columbia,
Canada

SALES INQUIRIES

Email: info@BritishColumbia.com
Phone: 1-888-876-8881

