



Canada Only

Media kit 2023

About Canada Only

Amerika Only is a Dutch online magazine for people who love America. We take them back to the USA with fun stories and travel tips.

'Sounds nice, but what does that have to do with Canada?'

Well – we thought that a unique destination like Canada deserves its own platform as well. An online magazine specifically about The Great White North, including daily travel inspiration on both the website and social media.

That's why there's a new travel phenomenon coming in April 2023 – Canada Only. The ultimate Dutch platform for (potential) Canada travelers between the ages of 25 and 50.

Canada Only is an initiative of ITN Marketing and *door Boy & Co.*

Our plans

Phase 1

The soft opening of Canada Only takes place in **March 2023**. We will start publishing the first photos and videos on the accompanying social media channels.

Phase 2

CanadaOnly.nl launches in **April 2023**. From that moment on, we will publish travel tips several times a week in the form of beautiful, narrative content that always remains online.

Phase 3

By **April 2024**, we expect to reach 100,000 potential Canada travelers per month via Facebook, Instagram and CanadaOnly.nl. These estimates are based on Amerika Only's proven successful model, which reaches approximately 600,000 America travelers on a monthly basis.

Our collaborations

In realizing these plans, we are looking for interesting partners to work with. Partners who in turn are looking for ways to bring services and products to the attentions of a large group of Canada travelers – in a positive way.

Benefits

- A target group with **great interest in traveling to Canada**
- A **young target group** between the ages of 25 and 50
- Advertising through **beautiful and narrative content** that we provide for you
- Content that **always stays online**
- **Clear overviews of results** after each campaign
- Presence on **all our channels**
- **Additional promotion** through the social media channels of Amerika Only

Our options

Our packages represent your brand on a recurring basis. This is how it works!

1. *Creating content*

We write unique articles and publish them on CanadaOnly.nl.

2. *Optimize for screen readers*

We summarize the articles in social media posts – with link, brand name and logo.

We do this so casual readers also get the gist of the story.

These posts will also be shared on Amerika Only's social media during the first year, so you benefit from reaching our existing fanbase as well.

3. *Repeat*

We will repeat this three times per article – for an optimal reach.

4. *Add extra posts*

Sometimes a photo or video says more than words. We therefore create additional posts on Facebook and Instagram to complement our existing articles.

Entry Package A

- 18 sponsored articles on CanadaOnly.nl, including links to the articles on Facebook (x3), Twitter (x3), Instagram Stories and the social media channels of Amerika Only (3x)
- 18 sponsored posts on Facebook
- 18 sponsored posts on Instagram
- Your own column on CanadaOnly.nl's homepage
- Your own column under regular articles on CanadaOnly.nl

Price per year ~~€4,800~~

One-time annual offer €2,500

With backlinks +€1,000

Entry Package B

- 8 sponsored articles on CanadaOnly.nl, including links to the articles on Facebook (x3), Twitter (x3), Instagram Stories and the social media channels of Amerika Only (3x)
- 8 sponsored posts on Facebook
- 8 sponsored posts on Instagram

Price per year ~~€2,450~~

One-time annual offer €1,500

With backlinks +€500

Entry Package C

- 3 sponsored articles on CanadaOnly.nl, including links to the articles on Facebook (x3), Twitter (x3), Instagram Stories and the social media channels of Amerika Only (3x)
- 3 sponsored posts on Facebook
- 3 sponsored posts on Instagram

Price per year ~~€1,500~~

One-time annual offer €750

With backlinks +€250



Canada Only

Contact

Do you have any questions or suggestions?

We'd love to hear them! Please contact Boy

Tijbosch via boy@doorBoy.nl.



Canada Only is an initiative of
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