

Canada only

Media kit 2024





About Canada Only

Canada Only is an online magazine for travelers to Canada. We share travel tips and inspiration about The Great White North every day via CanadaOnly.nl and our social media channels.

Canada Only is a spin-off of the online magazine Amerika Only and an initiative of ITN Marketing and *door Boy & Co.*

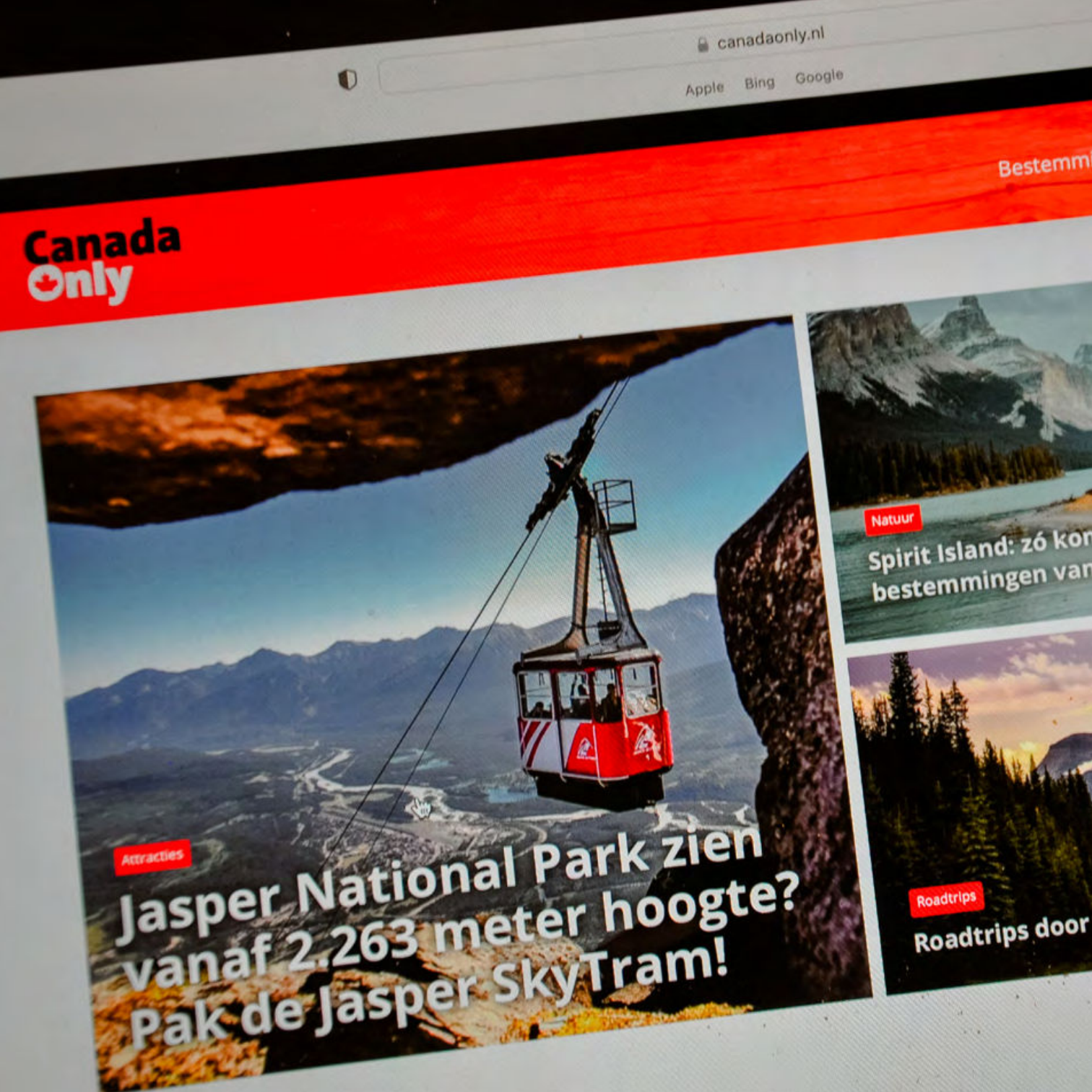
Our reach

Canada Only started in April 2023 and is therefore a relatively new magazine.

Nevertheless, we expect to reach **100,000 potential Canada travelers per month** by April 2024.

This is based on our current reach and Amerika Only's proven successful model, which reaches approximately 600,000 America travelers every month.





Our collaborations

In realizing our 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**
- Narrative content that **always stays online**
- **Clear overviews of results** after each campaign
- Advertising through **native content** that we provide for you
- **Additional promotion** via Amerika Only's social media channels

Our options

Combination packages

Our combined packages represent your brand on a recurring basis.

You benefit from all our channels. This is how it works! →

1. Create

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

2. Optimize

We summarize these articles in posts for Facebook and Instagram. The combination of the title, photo, link and caption ensures that travelers who do not click on the link 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

- 20 sponsored articles on CanadaOnly.nl, including summaries on Facebook (x3), Instagram (x3) and Amerika Only's social media (x3)
- 20 extra posts on Facebook
- 20 extra posts on Instagram
- Your own column on CanadaOnly.nl

Price €4,800

One-time annual offer €2,500

Entry Package B

- 8 sponsored articles on CanadaOnly.nl, including summaries on Facebook (x3), Instagram (x3) and Amerika Only's social media (x3)
- 8 extra posts on Facebook
- 8 extra posts on Instagram

Price €2.450

One-time annual offer €1,500

Entry Package C

- 3 sponsored articles on CanadaOnly.nl, including summaries on Facebook (x3), Instagram (x3) and Amerika Only's social media (x3)
- 3 extra posts on Facebook
- 3 extra posts on Instagram

Price €1,500

One-time annual offer €750

Contact

Do you have any questions or suggestions? We'd love to hear them!
Please contact Boy Tijbosch via boy@CanadaOnly.nl.



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

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