



FamilyFun CANADA

DIGITAL MEDIA SALES KIT 2017

*Offering daily content to an engaged
audience of Canadian parents*

VANCOUVER • CALGARY • EDMONTON
SASKATOON • HALIFAX



OUR AUDIENCE

540,900

monthly page views

146,600

monthly visitors

14,967

total newsletter subscribers

93%

readers live in Canada

76%

are women

85K

average HHI



30,700



19,500



Numbers are inclusive of our entire network. Geo-targeting of specific audiences in Vancouver, Calgary, Edmonton, Saskatoon or Halifax is available. Please inquire for our traffic in these segmented markets.

OPPORTUNITIES

DISPLAY ADVERTISING

Our Banner and Big Box ads create brand awareness and visual impact for your business. You can choose to geo-target your display ad in a single city (Vancouver, Calgary, Edmonton, Saskatoon or Halifax) or across our entire network. We also offer display advertising in our monthly e-newsletters. All display ads will have an embedded link that will direct to your website.

ADVERTORIAL

Give us the important details about your event, product or service, and we can work with you to create an appealing and professionally written message that we will feature in our directory and on our homepage. Includes social media mentions on Facebook and Twitter.

DEDICATED E-MAIL

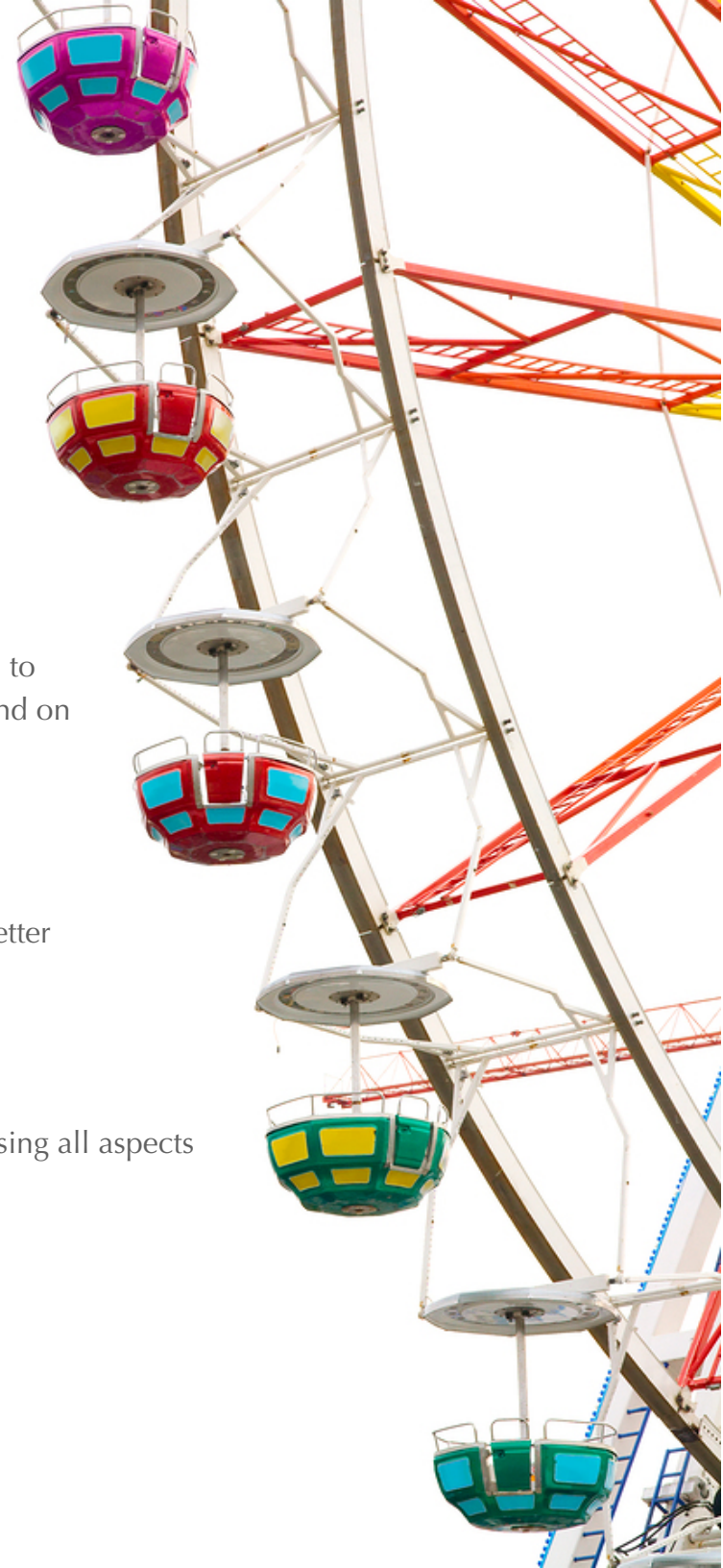
An exclusive standalone advertorial written by our editors (with creatives) sent to our e- newsletter subscribers. The story will be all about your event, product or service.

INTEGRATED CAMPAIGNS

This is the **most popular choice** among our clients as it allows our readers to find your story using all aspects of our reach.

INCLUDES:

- Homepage feature of advertorial about your event, product or service
- Big Box Display Ad
- E-Newsletter Feature
- Social Media Campaign



INVESTMENT

AD SPECS	SIZE	RATES
LEADERBOARD	728 x 90	\$15 per CPM
BIG BOX	300 x 250	\$15 per CPM above the fold \$10 per CPM below the fold
E-NEWSLETTER (big box or leaderboard)	300 x 250 / 728 x 90	\$0.05 per subscriber
E-BLAST	600 x 600	\$0.15 per subscriber
ADVERTORIAL	800 x 600	FLAT RATE - please inquire
SOCIAL MEDIA	n/a	FLAT RATE - please inquire



WELCOME TO THE FAMILY!

Founded by Melissa Vroon and Voula Martin, Family Fun Canada Inc. provides parents with travel features, family lifestyle articles, as well as news and information about upcoming events and great attractions in Vancouver, Calgary, Edmonton, Saskatoon & Halifax.

Each city site is the essential, go-to resource of parents looking for ways to spend time with their children in a fun, family-friendly environment.

Our in-house writers are seasoned journalists with the know-how to sell your services to our readers. Our Banner and Big Box ads create brand awareness for your business and you can choose to geo-target your display ad in a single city (Vancouver, Calgary, Edmonton, Saskatoon or Halifax) or across our entire network. We also offer advertising in our monthly e-newsletters and social media campaigns.

We want to work with you to help make the biggest impact possible on our audience.

Contact:
Lindsay Follett
National Sales & Marketing Director
lindsay@familyfuncanada.com
(778) 809-6547

