

Partnership Media Kit

Canada's coast-to-coast small-town tourism platform

Helping small towns get found by travellers — through content, travel guides, and Google Ads

981

TOWNS LISTED

132K

ANNUAL VISITORS

185K

ANNUAL PAGEVIEWS

8,300+

PAGES OF CONTENT

2016

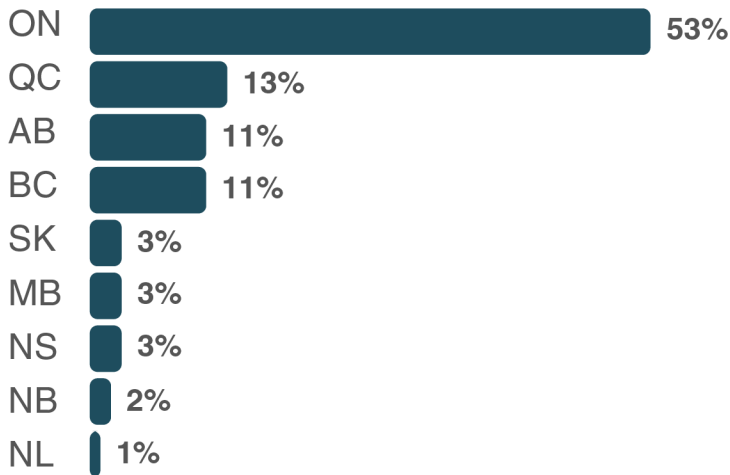
ESTABLISHED

OUR AUDIENCE

132,000 travellers a year — 85% Canadian

Travel enthusiasts, food lovers, and local news readers actively searching for small-town destinations.

Where our visitors come from



PEI, YT, NT, NU: <1% each • Source: Google Analytics, 2025-26

Audience profile

Age distribution

25–34: 22% • 45–54: 20% • 55–64: 17%
35–44: 16% • 18–24: 15% • 65+: 11%

Gender

54% Female **46%** Male

Top visitor interests

- Travel & destinations
- Food & dining
- Arts & entertainment
- Shopping & local news

Google Search Advertising

We manage ~\$10,000/month in Google Ads driving targeted search traffic to small-town pages.
20,600 impressions/mo • 1,550 clicks/mo • 7.5% click-through rate

Every partnership includes a dedicated Google Ads campaign.

HOW IT WORKS

Four steps to getting your town on the map

1

See your town's preview

Tell us your town and we'll send you a free preview of what your enhanced page could look like.

2

Choose your package

Pick the partnership level that fits your goals and budget. No long-term contracts.

3

We build your campaign

Professional content, Google Ads, newsletter placement, social media — all managed by our team.

4

Get your results report

Clear performance data showing impressions, clicks, and visitors driven to your town's page.

PARTNERSHIP PACKAGES

Campaign-based partnerships with clear deliverables

Designed as a low-risk pilot that fits within annual ED and tourism budgets. No long-term contracts — each is a single campaign.

Pilot Spotlight \$1,000

Founding-partner rate: \$800

Individual towns • 4-week campaign

- ✓ Town page refresh + photos
- ✓ Homepage featured (4 wks)
- ✓ Newsletter inclusion
- ✓ 2 social media posts
- ✓ \$500 Google Ads (4 wks)
- ✓ Performance report

Seasonal Campaign \$2,000

Founding-partner rate: \$1,600

Individual towns • 6–8 weeks

- ✓ Dedicated landing page
- ✓ Featured travel guide
- ✓ Homepage + map highlight
- ✓ \$1,000 Google Ads (6–8 wks)
- ✓ Email + social campaign
- ✓ Full performance report

Regional Partnership \$3,000

*Base for 3 towns • +\$1,000/extra town
RTOs, counties, tourism boards • Ongoing*

- ✓ Multi-town promo (3–10 towns)
- ✓ Thematic travel guide
- ✓ \$1,500+ Google Ads budget
- ✓ Quarterly newsletters
- ✓ Notable person profiles
- ✓ Annual performance report

Founding-partner rates (20% off) available for the first 10 partners until December 31, 2026. All prices in CAD. No long-term contracts — each partnership is a single campaign with clear deliverables. Complements your existing RTO and provincial tourism marketing.

WHY PARTNER WITH 1000TOWNS

“Why not just spend \$2,000 on Google Ads ourselves?”

Content worth advertising

We build a professional town page with stories, photos, and trip planning tools — not just an ad pointing to a thin municipal page.

National cross-discovery

Travellers browsing “small towns in Alberta” - or another province or territory - find your community — even if they never searched for your town by name.

Campaign management included

No agency fees, no learning curve. We build and manage your Google Ads campaigns — you get a performance report.

8,300-page platform authority

Your town page inherits the SEO weight of a national platform — ranking higher than a standalone municipal page in search results.

WHO WE ARE

One mission, hundreds of hands

Started in 2016 by Vlad Umnov. Built by students and professors from 30+ Canadian universities, local residents, and municipal and community representatives. Our job: make sure travellers find your town, want to visit, and tell their friends.

Mapping small-town Canada since 2016

Let's talk about your town

Vlad Umnov, Founder • vlad@1000towns.ca • 1000towns.ca/partnerships

Send us your town name and we'll create a free preview of your enhanced page — no commitment.