

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

992

TOWNS LISTED

132K

ANNUAL VISITORS

185K

ANNUAL PAGEVIEWS

8,300+

PAGES OF CONTENT

2016

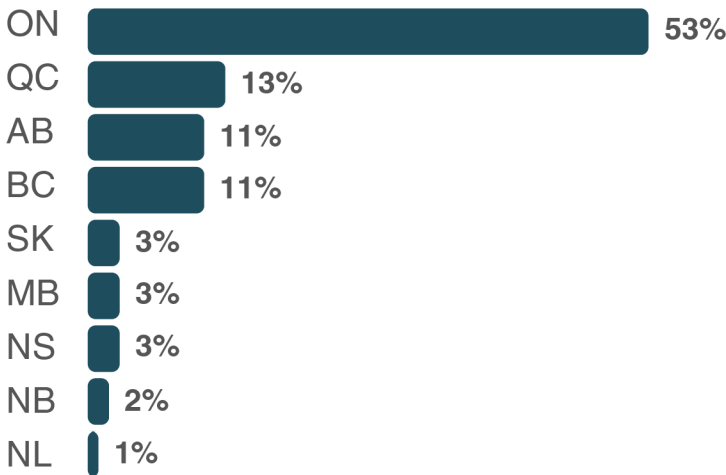
ESTABLISHED

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

Priced to fit within municipal procurement thresholds. No long-term contracts — each is a single campaign.

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| <p>Pilot \$1,000</p> <p>One town • 4 weeks • One report</p> <ul style="list-style-type: none">✓ Your existing page upgraded + SEO✓ Homepage featured (4 wks)✓ Newsletter + 2 social posts✓ \$500 Google Ads (4 wks)✓ Performance report | <p>Town Spotlight \$2,000</p> <p>One town • 6–8 weeks • Dedicated page</p> <ul style="list-style-type: none">✓ Everything in Pilot, plus:✓ New themed landing page✓ Featured travel guide✓ \$1,000 Google Ads (6–8 wks)✓ Email + social campaign✓ Full performance report | <p>Regional Partnership \$3,000</p> <p>3 towns base • +\$1,000/town • 12 months <i>For RTOs, counties, tourism boards</i></p> <ul style="list-style-type: none">✓ Enhanced page for each town✓ Thematic regional travel guide✓ \$1,500+ Google Ads (8-wk burst)✓ Homepage featured (8 wks)✓ Quarterly newsletters (4/yr)✓ Annual performance report |
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All prices CAD. Founding-partner rates (20% off) for the first 10 partners until Dec 2026. Content improvements are permanent.

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.