



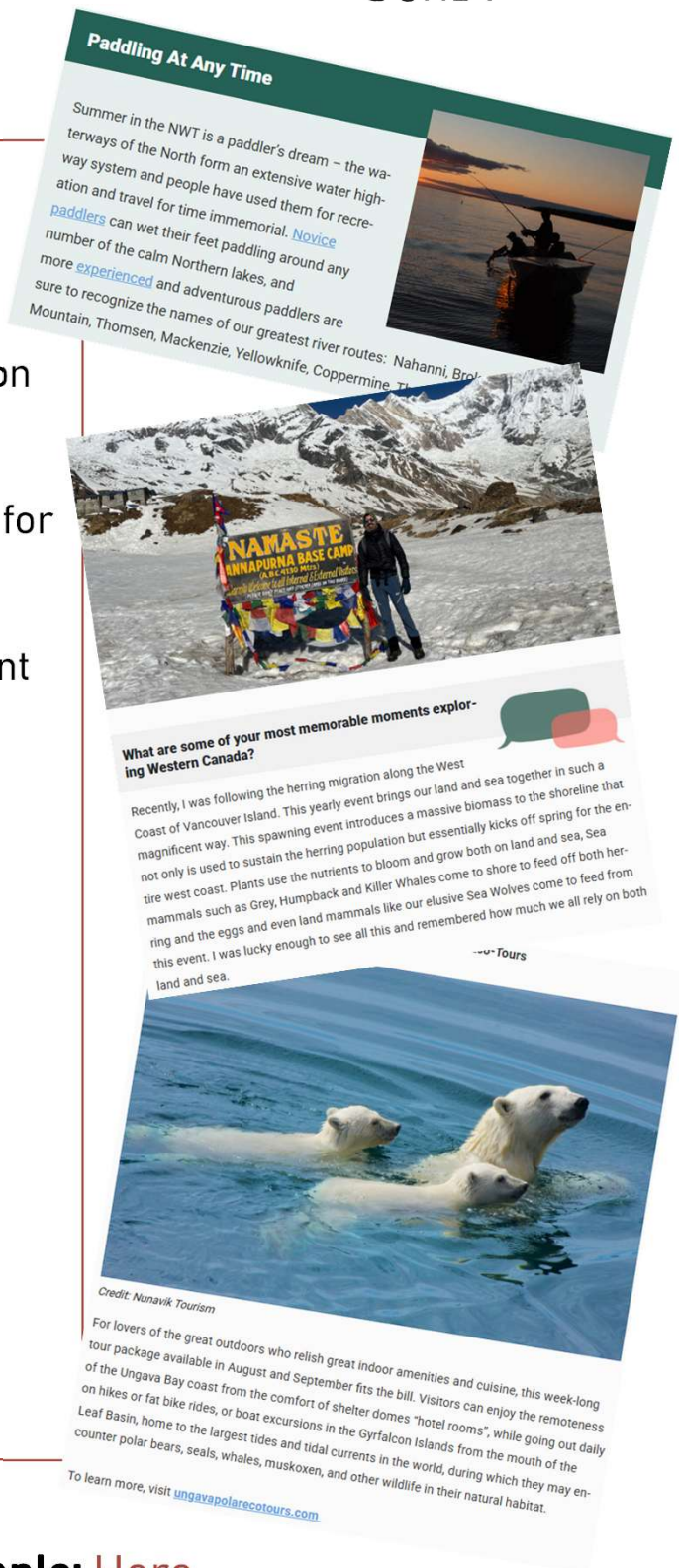
Media Planet Canada and the Cariboo Chilcotin Coast Tourism Marketing Association are partnering with an advertorial article hosted on TrueNorthLiving.ca to showcase the region and tourism operators within.

True North Living is a digital content hub for Candain Lifestyle News with a lifestyle focus on authenticity and purpose. The articles emphasize with living in alignment with one's core values and passions and information and inspiration on various lifestyle topics.

We can activate more than one campaign with a theme to complement the adventure!

SIGN UP NOW !

- Pack your Family up for the weekend Fishing Trip
- Weekend getaway at a Guest Ranch Resort
- Book a Wild-Life / Eco- Tour in the Great Bear Rainforest
- Road trip through the Cariboo Chilcotin Coast
- Stay in a cozy cabin or RV site on the lake



What you need to know:

- Targeted readers aimed in BC and Alberta with a mix of organic & paid media platforms and social ads to drive traffic to the advertorial
- Specific attributes are applied to location, gender, age and interests to get the article in front of the right audience
- Average Monthly Organic Readers – 7,994 / Time on Page – 2:52-5:28
- Unique content creation is accompanied with imagery or maps, and links to your website so readers can learn more
- Display ads with CCC branding
- Recommend 3-5 partners in one advertorial that will maximize reader engagement
- separate campaigns can be made available focusing on special offers or specific activities. e.g. Family Fishing Trips, Guest Ranches, Indigenous Experiences, Winter Activities, etc...
- Planned launch for September 15, 2025, buy-ins confirmed by August 30, 2025, early booking provided CCC with reduced rate.
- Theme options apply when a minimum of 3 buy-in partners/operators commit and at that time a chosen release date can be selected.



Concept



Production



Distribution



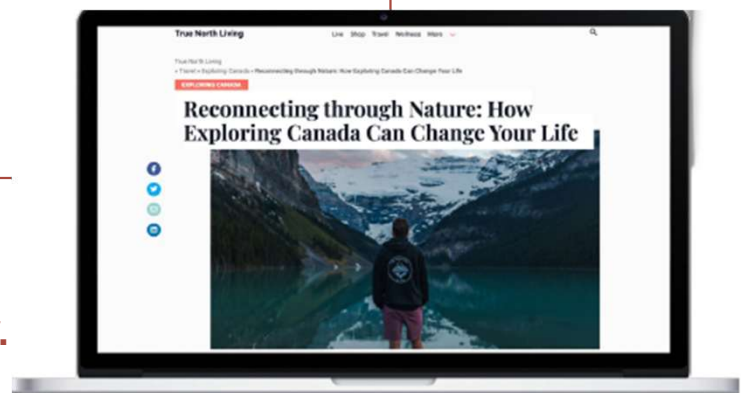
Analytics

Regular Price \$4725, CCCT price \$3780

Partner BUY-IN \$375

purchase agreements available online

**Reach out to brainstorm with
your idea and let's create a strategy.**



To reserve your space, or for more information contact Jenny Bakken
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