

Portugal in Vancouver 2020 Media Kit



ABOUT PORTUGAL IN VANCOUVER

Portugal in Vancouver is the only place on the Internet that provides the latest news on local Portuguese cultural events occurring in Metro Vancouver and the rest of the province. It's all about finding pieces of Portugal in Vancouver for you to enjoy.

The site attracts those from the local Portuguese community, expats, people of Portuguese descent and those interested in Portugal, its language, cuisine, music, art, and more.

Portugal in Vancouver provides up-to-date information while bringing attention to Portuguese culture and the local Portuguese community. It has become an established and reliable resource for those interested in Portuguese culture.

Portugal in Vancouver has a reputation as the number one source for information on all things Portuguese in Metro Vancouver and throughout the province of B.C.



1796



557



366

Website Page Views/mo: 1,684

UMVs: 655



Email Subscribers: 502
(Open Rate: 49.5%)

Date Updated: 19/01/20



ABOUT GLORIA BOTELHO

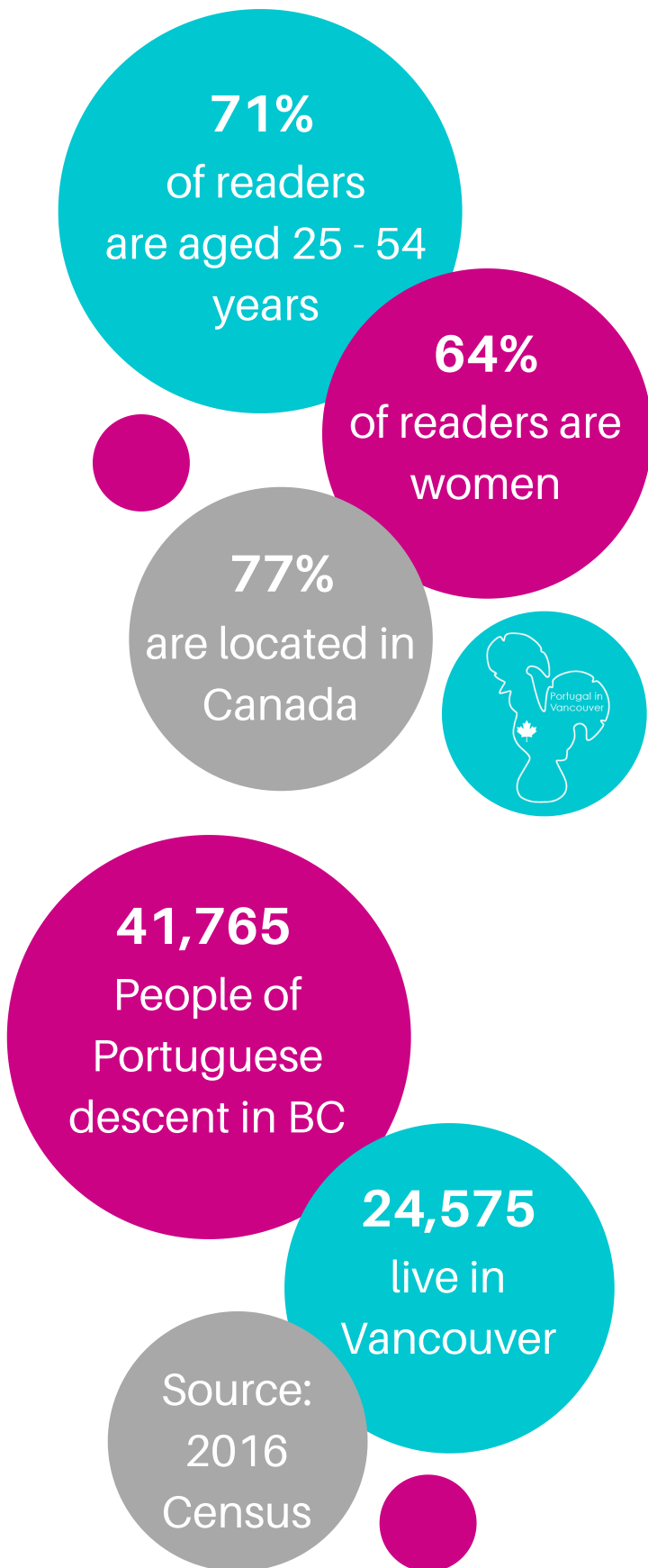
Blogger | Digital Marketer | Radio Co-Host
Graphic Design & Production | Community Engagement

A few years ago, **Gloria** gained a renewed interest in her Portuguese culture and began exploring the local Lusophone community. She could not find any information online as most events were shared by word of mouth. As a result, she saw a need to create a space on the Internet that was a one-stop-shop of information about the Portuguese community in Metro Vancouver.

Gloria founded **Portugal in Vancouver** in 2014 and since then, it has provided a number of opportunities for her such as a close working relationship with the Consul General of Portugal, becoming a co-host on RadioBC (a Portuguese radio show), and as a guest panel speaker at UBC's Museum of Anthropology for their panel discussion: "Portuguese Experiences in Canada."

THE READERS

WHO THEY ARE



TESTIMONIALS

Thank you for the amazing service you provide to our Portuguese-Canadian communities in BC! I love your newsletters, blogs and social media sites and I truly appreciate your love for and your dedication to our Portuguese heritage! You are inspiring and I want to thank you from every inch of my Portuguese soul for keeping people connected to our routes and to our communities.

- Nancy Campos

I just want to let you know how much I appreciate your efforts in putting this monthly newsletter together for us, otherwise, I would have a feeling of disconnect from our culture living in Vancouver. Please consider me a subscriber for life! Thank you for all that you do.

- Clement Carreiro

Excellent source of what is happening in the Lower Mainland for anything and everything Portuguese! Thank you, Portugal in Vancouver!

- Nancy Vales

Keeps you in touch with what is happening in the community!

- Jasmine Nicholsfigueiredo

OPPORTUNITIES

ADVERTISING

Portugal in Vancouver offers the following advertising and market research services for your Portuguese related event, business, product or service:

Sponsored Posts | Giveaways | Contests | Reviews | Polls | Surveys

For a standard sponsored post, you can choose from one of the four options described in the circles below. Customized advertising packages are available as well. There are four platforms from which to choose. You can select one or more.

Facebook | Instagram | Monthly Newsletter | Portu-blog in Vancouver

To get a quote, send an email with your details and budget to: info@portugalinvancouver.ca
Payment is made via PayPal at time of purchase.

OPTION 1

- One post
- Posted once
- One platform

OPTION 2

- One post
- Posted once
- Two platforms

OPTION 3

- One post
- Posted once
- Three platforms

OPTION 4

- One post
- Posted once
- Four platforms

PARTNERSHIPS

Portugal in Vancouver has worked with a number of different groups and businesses such as the ones identified below to promote events, contests, giveaways, reviews and more. If you want to work together to promote an event, product, or an idea, please feel free to reach out directly.



UBC Chan Centre for the Performing Arts



Kay Meek Arts Centre



Consulate General of Portugal