

Portugal in Vancouver 2023 Media Kit



ABOUT PORTUGAL IN VANCOUVER

Portugal in Vancouver is the number one source for all things Portuguese in Metro Vancouver and the province of BC since 2014. With its fingertips on the pulse of the local Portuguese community, it provides advertisement opportunities for businesses to connect to their client base while helping people reconnect to their Portuguese roots.

It is also the only provider of European Portuguese language classes for adults running successfully for the past 5 years.

Its website and social media channels provide up to date information on Portuguese related events and attracts those with Portuguese heritage as well as those interested in Portuguese culture, its language, cuisine, music, art, and more.

Portugal in Vancouver has become an established and reliable resource for those interested in Portuguese culture and is all about finding pieces of Portugal in Vancouver for you to enjoy.



1,935



846



690

Website Visitors: 4,943

Website Total Sessions: 5,342

Newsletter Open Rate: 56.5%

Date Updated: 06/01/2023



ABOUT GLORIA BOTELHO

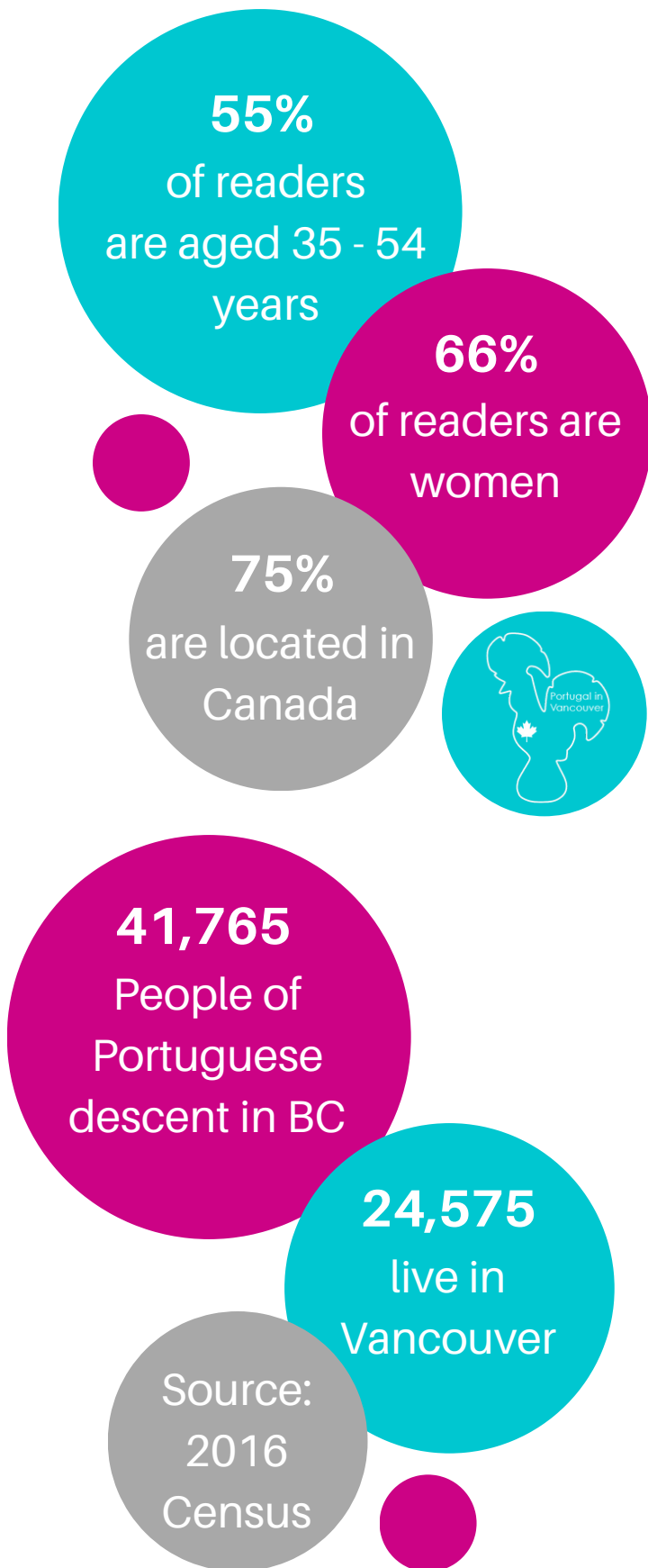
Blogger | Digital Marketer | Radio Co-Host
Graphic Design & Production | Community Engagement

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, a stint 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

PARTNERSHIPS

Portugal in Vancouver has worked with a number of **high-profile clients** like the ones shown below. We helped promote their events, manage their contest giveaways, and more and we want to help you too! If you want to work together, then please feel free to reach out directly.



UBC Chan Centre for the Performing Arts



Kay Meek Arts Centre



Consulate General of Portugal

ADVERTISING

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

Sponsored Posts | Contest Giveaways | Reviews | Polls | Surveys

For a standard sponsored post, you can choose to advertise on one of our platforms:

Facebook | Instagram | Monthly Newsletter | Website

Highlighted below are our **most popular options**. To obtain a quote or if you're looking for something more customized, then please click on the link below to fill out our form:

Advertise with Portugal in Vancouver

OPTION 1

Boosted Facebook OR Instagram Post + 1 Story

OPTION 2

Boosted Facebook AND Instagram Post + 1 Story

Option 3

Monthly Newsletter