



DIGITAL MEDIA SALES KIT 2025



ABOUT FAMILY FUN CANADA

Launched in 2008, Family Fun Canada Inc. is one of Canada's largest and longest-running digital media publishers. We are dedicated to providing information, tips, and resources for families looking for exciting experiences in both local cities and across Canada.





Meet the Team

Collectively, we hold degrees in International Relations, Marketing, English, Design, Education, and Political Science. We've travelled to 96 countries and speak six languages; we share a passion for reading, creating, and debating, as well as a love for cats, dogs, wine, coffee, and the art of making memories. We are a diverse group of professionals, including artists, athletes, writers, teachers, and designers. We are all moms who know the value of finding activities to entertain and occupy our kids.

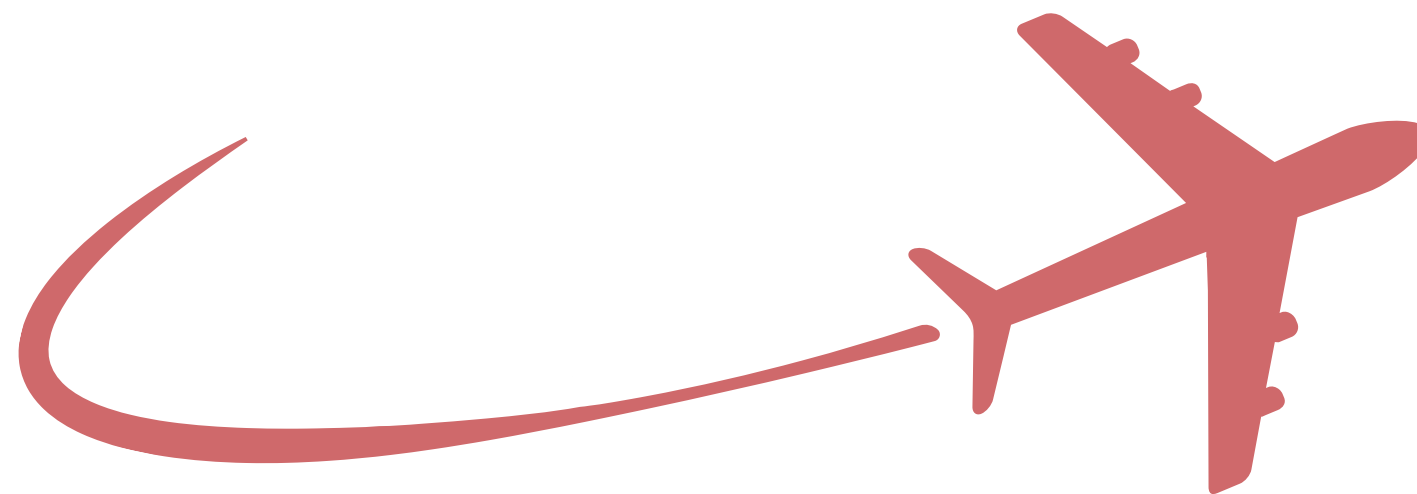
WHERE TO FIND US



We're Hyper-local

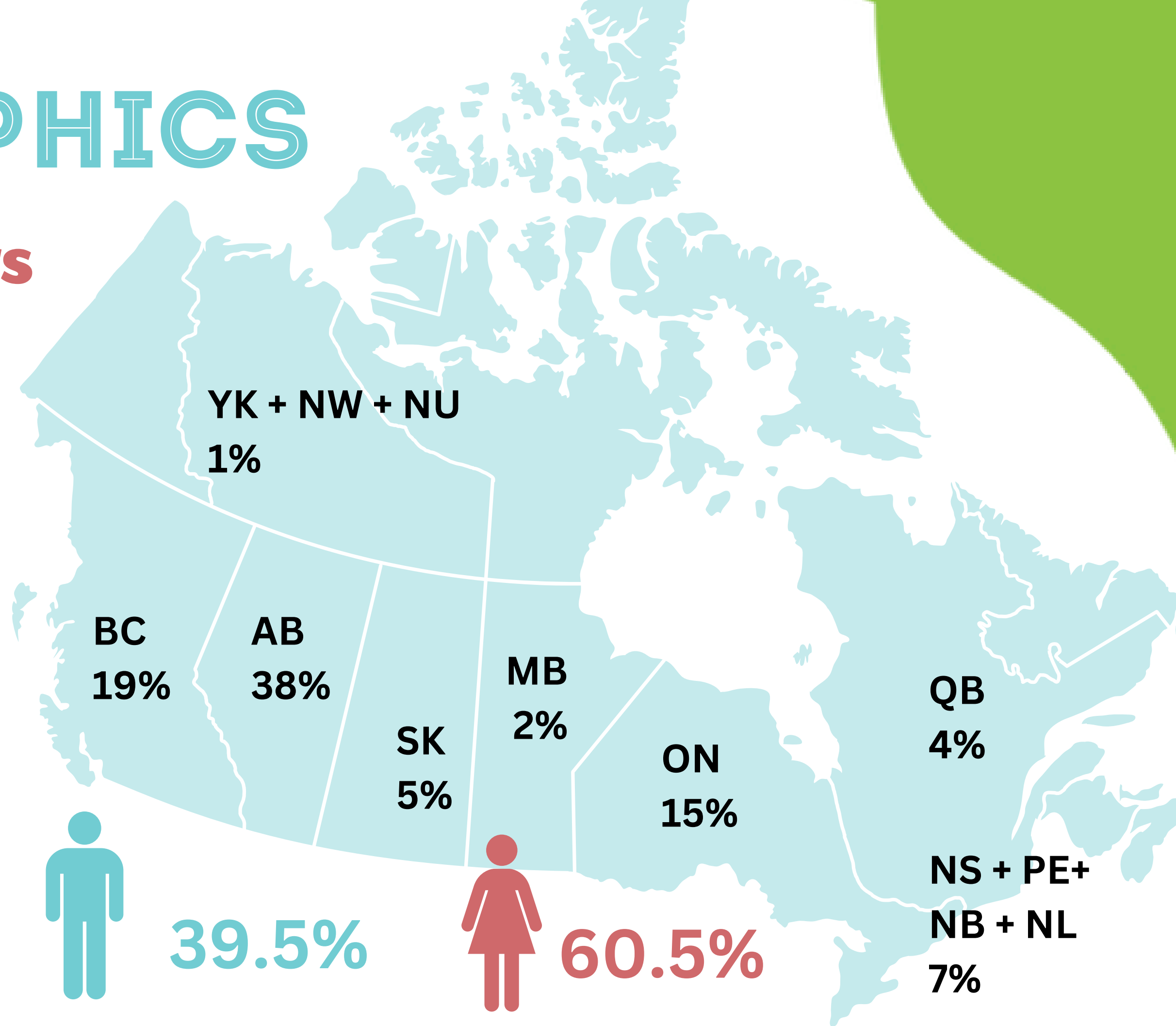
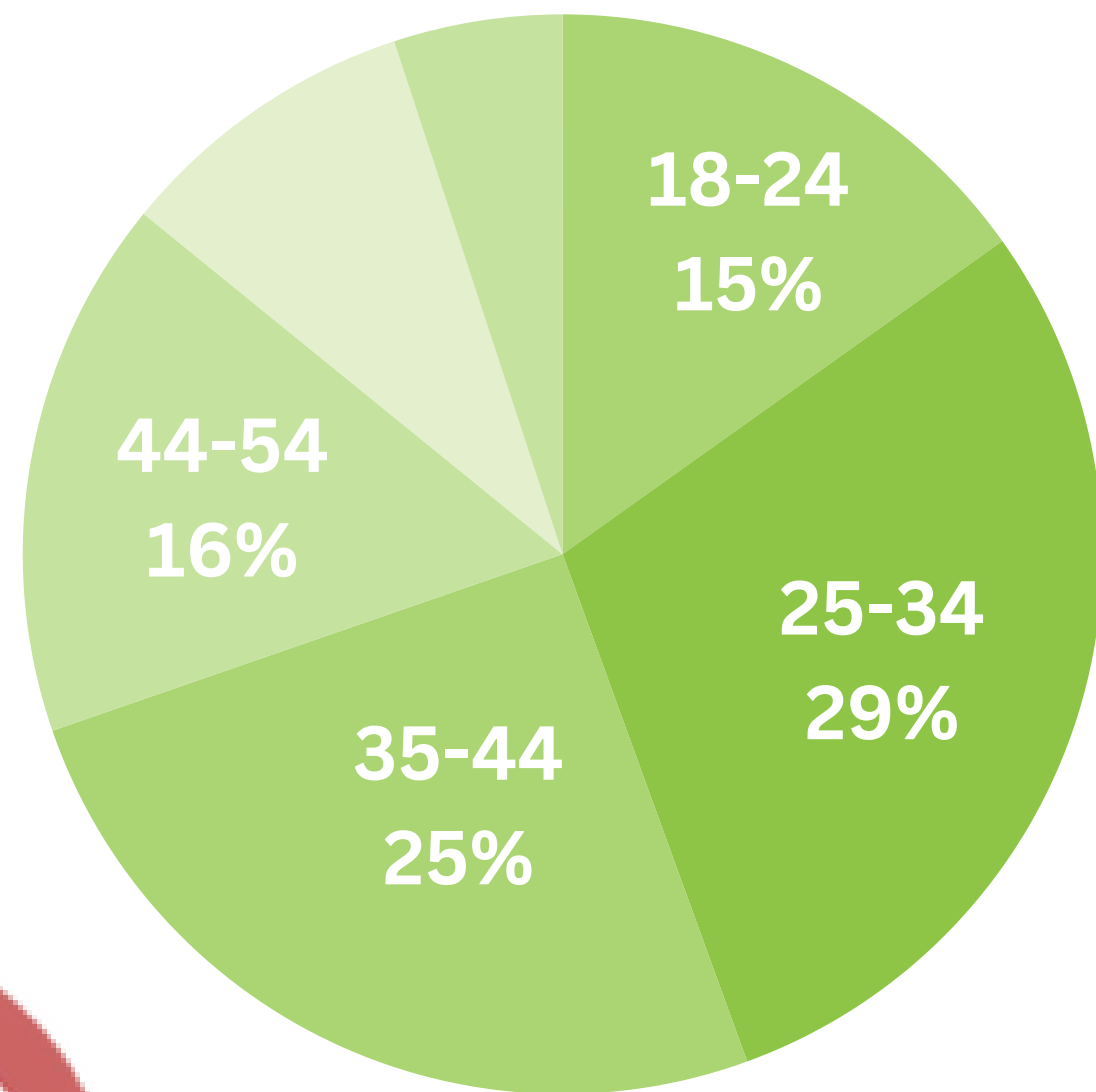
OUR AUDIENCE

Our readers are family-centric. While kids may be obsessed with the latest K-pop craze, their parents are passionate adventurers who are constantly looking for new experiences to enjoy with their children. Our readers visit our site for ways to enjoy the outdoors and ideas for rainy days. They research us for lessons, camps, and updates on the newest shows and local entertainment.



DEMOGRAPHICS

**93% of our readers
live in Canada**



DIGITAL & SOCIAL MEDIA

In 2023 our content surpassed 14.5 million views across all platforms.



3, 322, 255 sessions
5, 099, 177 page views



34, 600 subscribers
41% open rate



61, 719 followers
697, 124 total reach



74, 840 followers
2, 781, 328 total reach

*These numbers reflect our reach across all our platforms.
Please inquire for specific city information.*

OPPORTUNITIES

ADVERTORIAL
DISPLAY ADVERTISING
SOCIAL MEDIA
E-NEWSLETTERS
DEDICATED E-BLASTS



SOME OF OUR CLIENTS



CIRQUE DU SOLEIL



SPRUCE MEADOWS



Canadian Museum of
Immigration at Pier 21

Musée canadien de
l'immigration du Quai 21



SCIENCE
WORLD



CONTACT US

Lindsay Follett

National Sales & Marketing Director

778-809-6547

lindsay@familyfuncanada.com

Melissa Vroon

Co-founder

403-561-1484

melissa@familyfuncanada.com

Voula Martin

Managing Partner

403-969-3040

voula@familyfuncanada.com

