



MEDIA KIT - RoadTripAlberta.com - April, 2021

RoadTripAlberta.com (RTA) was started in the fall of 2019 and has since grown to become the #1 travel resource site about Alberta. RTA not only focuses on road trips throughout the province, but also offers extensive guides on things to do, eat, and see in all major stops and beyond.

The site was founded by locals Dalene and Pete Heck, acclaimed explorers and travel content creators who have earned such prestigious awards as *National Geographic's Travelers of the Year*, *W3 "Best in Show" for a Travel Social Media Campaign*, and *BlogHer's Voice of the Year* (twice). Most recently, RTA won a bronze medal for *Best Independent Travel Blog* by the North American Travel Journalists Association.

RoadTripAlberta.com is looking to work with Alberta-based tourism businesses (accommodations, restaurants, tour operators, DMOs, and more) to feature and promote the best of this beautiful province.



Users: 69,000+/mo
Pageviews: 105,000+/mo



Newsletter subs:
1,500+ (currently growing at 300/week)



Followers: 6,400+



Followers: 590+



Followers: 35,000+
(via @HeckticTravels)



Interested in working together? Email Dalene at info@hmi.marketing