

2026/27 Media Kit



TRAVEL PLANNER

The Golden Travel Planner is the official travel guide for Golden and CSRD Area 'A', read worldwide for its information about where to stay and what to do.

It connects businesses with an audience who are either at the vacation planning stage or who are here looking for ideas and inspiration to ensure they fully experience Golden.

For more than 15 years Tourism Golden has been providing visitors with inspiring images and information about the town to allow them to explore and create their own unique adventure.

The Golden Travel Planner will be launched during May 2026.

tourismgolden.com

Contact: info@tourismgolden.com

CIRCULATION



225,000+
Readership *

75,000
Print Distribution

Available
Digitally

* Based upon average group party from 2024 research data


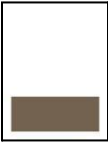


Distribution Outlets

- Golden Visitor Information Centre
- Chamber of Commerce and Visitor Information Centres in British Columbia, over 30 different locations.
- Museums, BCAA and other centres - over 20 different locations.
- 100 locations in Bow Valley and Jasper including accommodations.
- Yoho and Glacier National Park Information centres.
- Delivery to 100 locations in Central Alberta including key locations in Calgary.
- 83 locations through Golden and Area 'A' accommodators, activity operators, retail and food & beverage locations.
- Calgary Outdoor Adventure consumer show.
- Throughout the Kootenay Region.
- Online access via www.tourismgolden.com
- Online access via Kootenay Rockies Tourism.

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RATES & DIMENSIONS

		Width x height	Price
	1/2 Page	7" x 4"	\$1,350
	1/3 Page	7" x 2.75"	\$960
	1/6 Page	7" x 1.32"	\$480
	1/18 Page	3.5" X .75"	\$235

Plus GST

MRDT collecting accommodator offer

We are pleased to announce that MRDT eligible accommodations* who have a Tourism Golden website listing at the time of sign-up for the upcoming Travel Planner are eligible to receive one 1/18 page advert for free.

The value of the free advert may also be used as a credit towards purchasing a larger size advert. Any advert size upgrades are subject to space availability. Priority will be given to businesses purchasing same-size adverts in the previous year's Travel Planner.

* registered directly with the Ministry of Finance and actively collecting and remitting MRDT in accordance with the list provided by the Ministry of Finance.

DESIGN SPECIFICATIONS

All adverts are designed by Tourism Golden. All you need to provide is the content.

1/2 PAGE

Includes:

- Image
- Logo or Service Icons
- Business Name (Max 38 characters)
- Text (Max 100 words)
- Rates from (Max 5 characters)
- Website URL
- Address
- Phone number



IMAGE

Business Name - Maximum 38 characters

Main body text - maximum 100 words

Rates from \$xx

Website URL

Address

Phone number



Logo or Service Icons

1/3 PAGE

Includes:

- Image
- Logo or Service Icon
- Business Name (max 38 characters)
- Text (max 100 words)
- Rates (max 5 characters)
- Website URL
- Address
- Phone number



IMAGE

Business Name - Maximum 38 characters

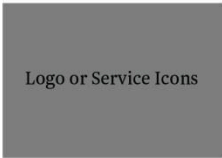
Main body text - maximum 100 words

Rates from \$xx

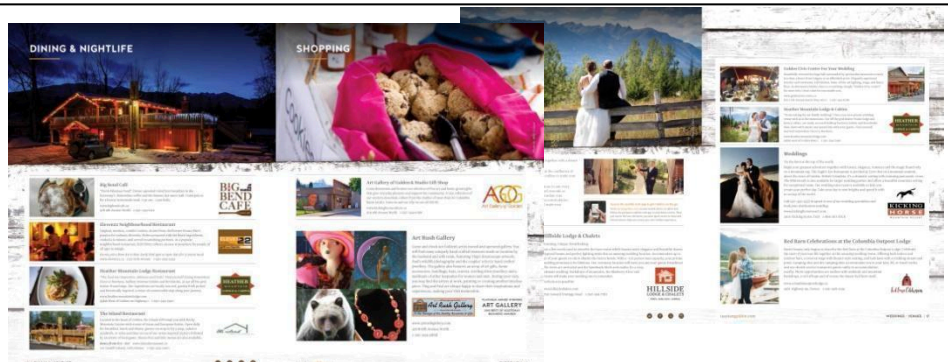
Website URL

Address

Phone number



Logo or Service Icons



1/6 PAGE

Includes:

- Image
- Logo or Service Icons
- Business Name (Max 38 characters)
- Text (Max 50 words)
- Rates from (Max 5 characters)
- Website URL
- Address
- Phone number

IMAGE	Business Name - Maximum 38 characters	Logo or Service Icons		
	Main body text - maximum 50 words			
	<table><tr><td>Rates from \$xx</td><td>Website URL</td></tr><tr><td>Address</td><td>Phone number</td></tr></table>		Rates from \$xx	Website URL
Rates from \$xx	Website URL			
Address	Phone number			

1/18 PAGE

Includes:

- Image or Logo
- Business Name (Max 38 characters)
- Text (Max 20 words)
- Rates from: (Max 5 characters)
- Website URL
- Phone number

IMAGE or LOGO	Business Name - Maximum 38 characters			
	Main body text - maximum 20 words			
	<table><tr><td>Rates from \$xx</td><td>Website URL</td></tr><tr><td>Phone number</td><td></td></tr></table>	Rates from \$xx	Website URL	Phone number
Rates from \$xx	Website URL			
Phone number				

Changes to content after submission will be charged at \$85 per advert

SERVICE ICONS

SERVICES



Accommodation businesses can display service icons instead of their logo.
(1/18th page adverts do not qualify).

These icons allow visitors to quickly see what services are available at a particular accommodation.

Up to nine icons can be shown. Choose from:

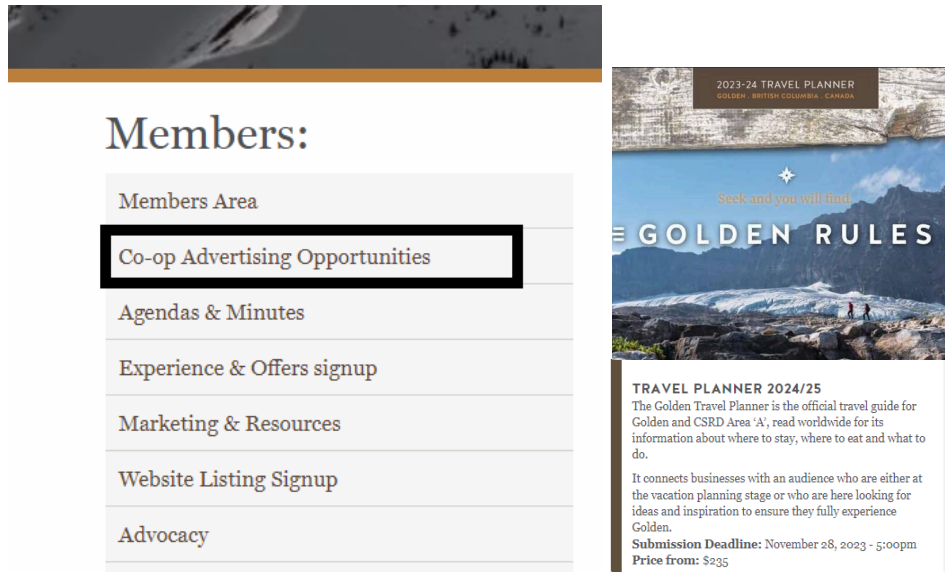
- ☐ Bike Friendly
- ☐ Sledder Friendly
- ☐ Air Conditioned
- ☐ Internet Access
- ☐ Swimming Pool
- ☐ Showers
- ☐ Non-Smoking
- ☐ Breakfast Included
- ☐ Sauna
- ☐ Auto Plug-ins
- ☐ Restaurant
- ☐ Outdoor BBQ/Grill
- ☐ Free Wi-Fi
- ☐ Wheelchair Access
- ☐ Lounge/Bar
- ☐ RV Sites
- ☐ Full Hookups
- ☐ Pets by Arrangement
- ☐ Fitness Room
- ☐ Picnic Area
- ☐ Kitchenette
- ☐ Cable or Satellite TV
- ☐ Hot Tub
- ☐ Fire Pits
- ☐ Parking for Trailers

HOW TO SIGN UP

Signing up to a Travel Planner listing can be done via the Tourism Golden website.

Just visit the Members area on TourismGolden.com and go to the Co-op Advertising Opportunities page where you will see 2026/27 Travel Planner. Complete the form, attaching your image and logo. Then just click the submit button.

Sign up on our website in our [Coop Advertising Opportunities](#) page:



Sign Up Now

The deadline for submission is December 31, 2025.

If you have any questions email info@tourismgolden.com

tourismgolden.com

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