

TRAVEL • FOOD • LIFESTYLE

MARY IN VANCITY

MEDIA KIT 2026

Independent editorial storytelling with the reach,
relationships and strategy to move people.

MARYINVANCITY.COM



An audience built over 17+ years

Long-form search value meets an established social community and a loyal subscriber base.

180K+

ANNUAL WEBSITE VISITORS

15K+

MONTHLY WEBSITE VISITORS

18.1K

INSTAGRAM FOLLOWERS

2K

TIKTOK FOLLOWERS

7,000+

ENGAGED SUBSCRIBERS

1,500+
PUBLISHED ARTICLES

A searchable editorial archive that keeps working long after a campaign ends.



A mature audience with strong Canadian and U.S. reach

MaryInVancity reaches established readers who actively seek ideas for where to go, stay, eat and explore.

72%

AGE 25-54

70%

WOMEN

44%

CANADA

30%

USA

4%

ENGAGEMENT RATE





MARY

THE VOICE BEHIND THE BRAND

Mary Sheridan brings a journalist's curiosity and a marketer's eye.

I'm Mary, creator of MaryInVancity.com and an award-winning digital strategist. I specialize in authentic food, travel and lifestyle storytelling that connects brands with real audiences. Every partnership combines a relatable voice with a strategic, results-driven approach.

17+

YEARS PUBLISHING

10+

COUNTRIES COVERED

1,500+

ARTICLES PUBLISHED

CONTRIBUTOR • FOOD, WINE & TRAVEL MAGAZINE

Thousands of partnerships. One consistent standard: tell a story worth remembering.

DESTINATIONS

Destination BC
Colombia Tourism
El Salvador Tourism
Philadelphia Tourism
Seattle • Maine

HOSPITALITY

Fairmont Hotels
Hyatt
Hotel Zed
Independent hotels,
restaurants & attractions

Available for destination campaigns, hosted stays, culinary storytelling, launches and long-form editorial coverage.



10+ COUNTRIES

RECOGNITION & CREDIBILITY

Trusted by editors, broadcasters and global marketing juries

INTERVIEWED BY

CBC • CBC RADIO • NEWS 1130

FEATURED IN

**USA TODAY • DAILY HIVE
THE VANCOUVER SUN • THE PROVINCE**

EDITORIAL CREDENTIAL

Contributor, Food, Wine & Travel Magazine

AWARD-WINNING DIGITAL STRATEGIST

ICSC Maple Leaf Silver
Lucky Lunar Scratch & Win • 2016

ICSC Maple Leaf Gold
LIGHTROOM • 2016

ICSC Global VIVA Award
LIGHTROOM • 2017

Recognition earned during Mary's corporate marketing career.

WORK WITH MARYINVANCITY

Storytelling options for campaigns of every size

INSTAGRAM POST	from \$250
BLOG POST	from \$300
INSTAGRAM REEL	from \$300
STORIES	from \$50
PRODUCT REVIEW	\$200 or in-kind experience

LET’S CREATE SOMETHING PEOPLE WILL REMEMBER.

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Audience statistics and rates supplied by Mary Sheridan, July 2026.

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