

CANADIAN KELSEY MEDIA KIT

Building Connections, Creating Impact

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LIFESTYLE CONTENT

with a clear Calgary point of view



Local life with personality

Calgary experiences, western culture and everyday adventure through a personal lens

Real-life milestones

Destination wedding planning, style and celebrations told with warmth and honesty.

Beautiful, versatile homes

DIY, renovations, gardening and home discoveries viewers can use in their own spaces.

Instagram Demographics

11.1 K

Instagram Followers

64%

ages 25-44

43%

Canadian audience

CALGARY

the top city, followed
by Toronto

4,896

profile visits during the
reporting period

TikTok Demographics

37.7 K

TikTok Followers

63%

ages 25-44

82%

Canadian audience

96.8K

post views

1.4K

profile visits

Content performs when people can react, choose or discover



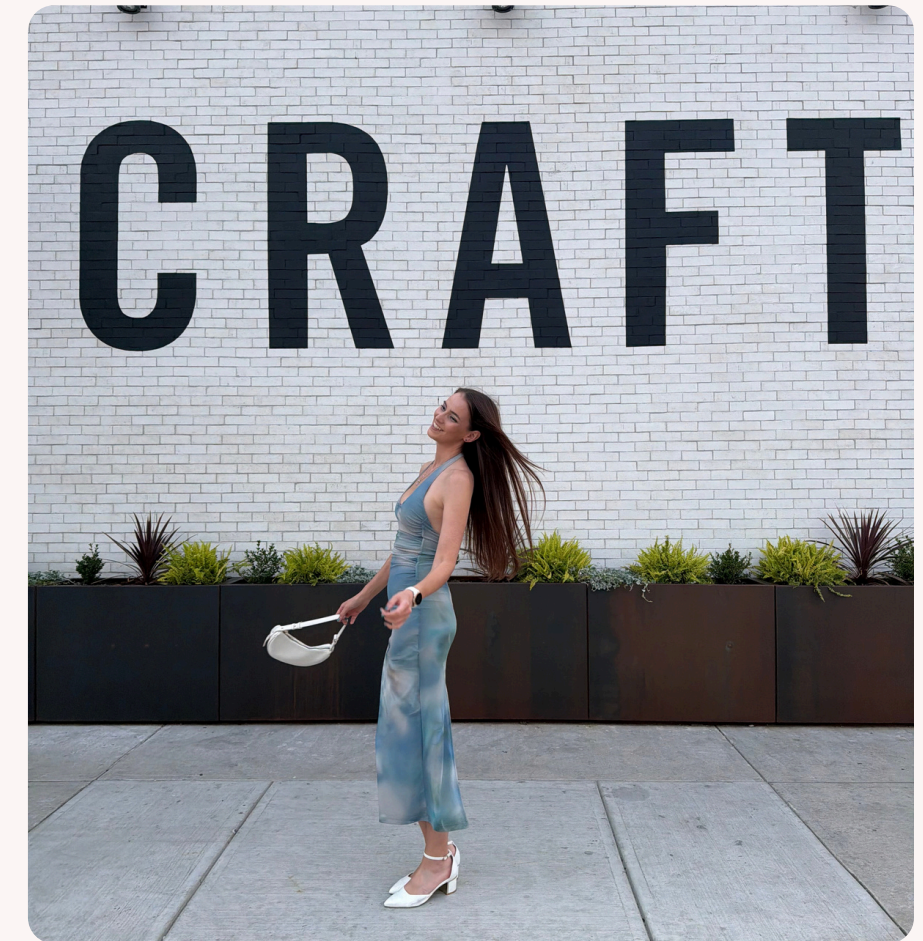
420 Likes

Gift collaboration with a simple audience question



43 comments

Wedding choice content that invited participation

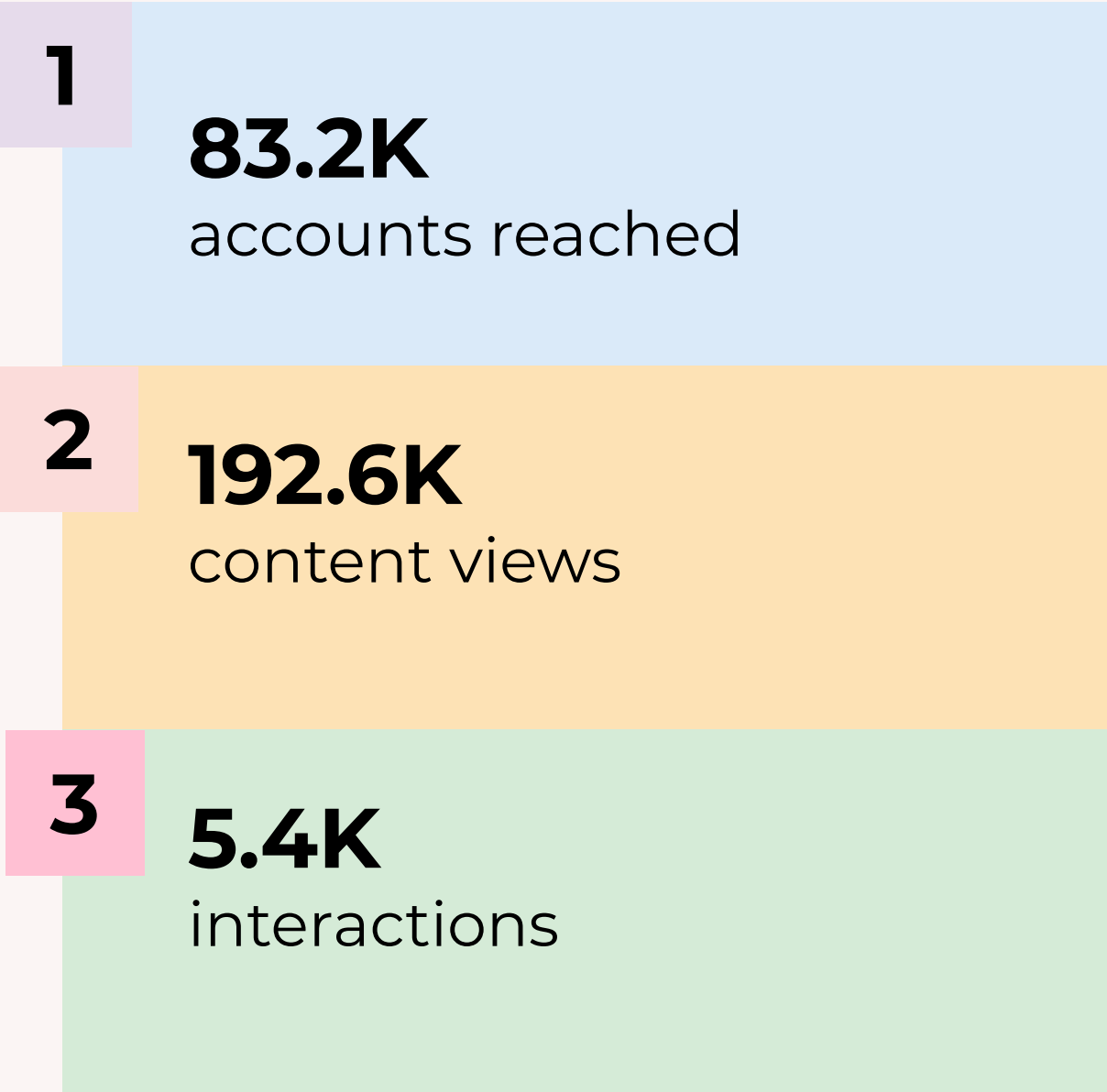


63 likes

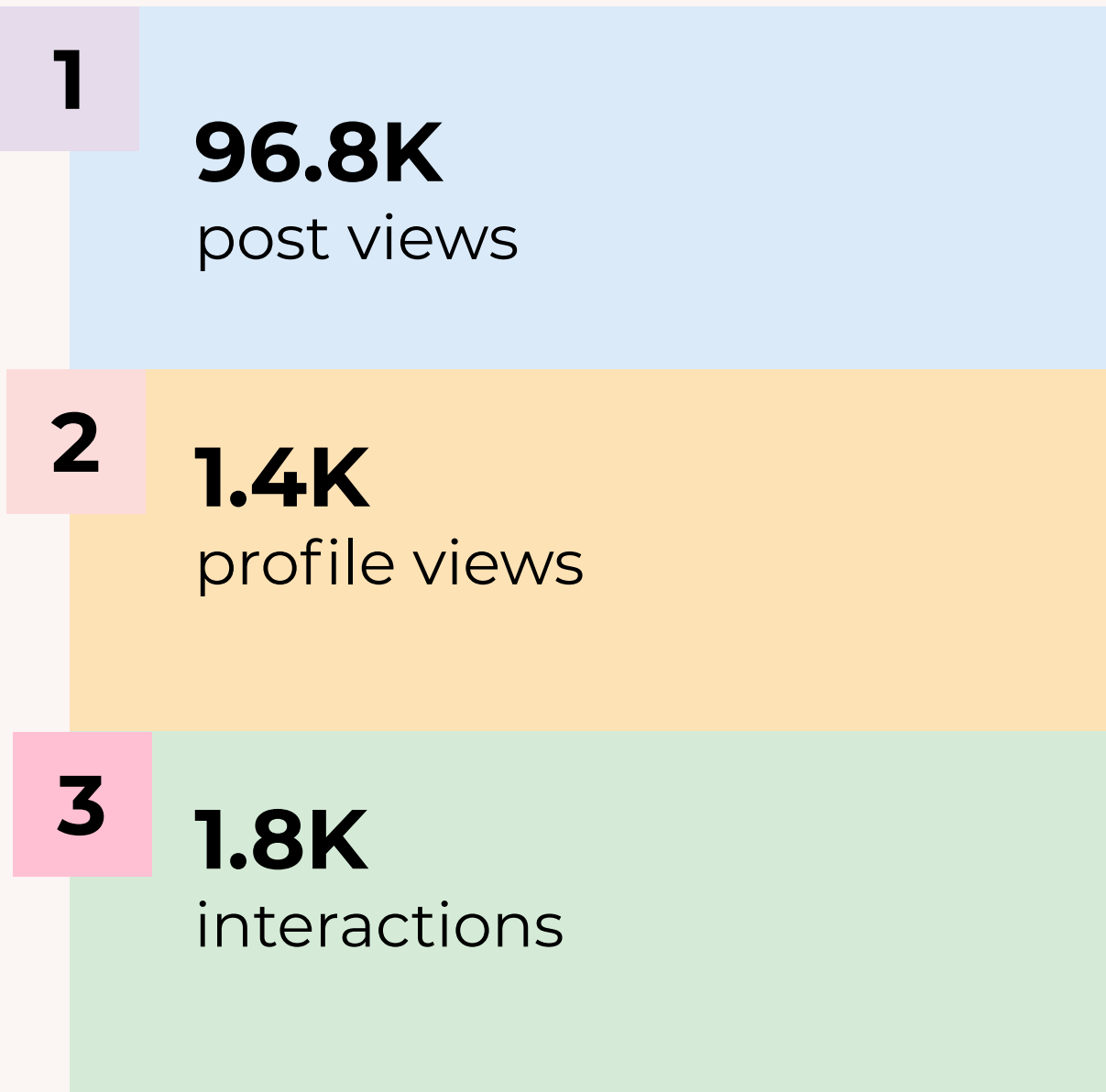
Local Calgary opening with immediate discovery value

ACCOUNT OVERVIEW

Instagram



TikTok





Three lanes give brands a clear way into the feed

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- | | | |
|-----------|-----------------------------------|--|
| 01 | Destination
Bride Era | The near-term discovery engine through the Nov 19 wedding: style, travel, beauty, gifting and honest planning moments. |
| 02 | Calgary
homebody | The evergreen core: home tours, building, DIY, decor, cleaning, gardening and the systems that make life feel better. |
| 03 | Western and
local life | The geographic edge: Calgary openings, events, food, western style and experiences worth leaving the house for. |
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Built for useful, personality-led partnerships

Partnership Formats

- Reel with a strong hook and natural voice over
- Carousels designed for saves and conversation
- Stories that add context, links and a direct response
- Repeatable series rather than one-off product drops

Best-fit partners

- Home builders, decor, cleaning and gardening
- Wedding, travel, beauty and style
- Calgary restaurants, events and experiences
- Products that solve a real everyday problem



Collaborations



01 Destination Bride

Belle Box, Clear Nordic Spa, Bare Activewear, Saje

02 Calgary homebody

Rohit Homes, Habitat for Humanity, YYC Home Shows, Bath Depot, Craft Beer Market

03 Western and local life

TikTok & TD, Banff Everyday Tours, Holiday Wonder, Cirque du Soleil, Calgary Flames, Calgary Stampeders



**LET'S MAKE
SOMETHING
BEAUTIFUL,
USEFUL AND
UNMISTAKABLE
TOGETHER**



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