trail blaze LOCAL

Your Business.
Your Local Audience.
A Bigger Opportunity.

Connect with engaged readers across our network of trusted local publications in Canada.



Real Places. Real People. Real Results.

trail blaze
LOCAL

Specialist Digital Publications That Get Your Business Noticed.

Your business can feature across a growing network of trusted, locally focused digital publications in Canada, reaching people who live, work and spend in your area.

Targeted Local Audiences
Reach engaged readers in your city and region.

Relevant, Trust-Building Content
Be part of useful, interesting local articles.

Multiple Specialist Publications
Home, property, health, food, money and more.

More Visibility, More Opportunities
Get discovered by people already interested in what you do.















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Real Businesses. Real Visibility. Real Results.

Our local publications help Canadian businesses get noticed, reach the right people and generate more enquiries.

Real Impact For Local Canadian Businesses.

Here are some examples of the results our partners have seen from being featured in our local publications.



More local awareness
Reaching new people in your community.

More enquiries
From engaged local readers.

More website visits
With long-term visibility for your business.

Stronger community trust
By being featured in a trusted local publication.



Toronto

"Our feature brought in new customers and gave us a real boost locally. The article and social media posts were perfect and so easy to use.

Independent Café
Toronto



Vancoucer

"The article and newsletter feature helped more local people find our services and generated a noticeable increase in enquiries from the local area.

Home Services Business
Vancouver



Calgary

"We've seen more enquiries since our feature went live. It's a great way to reach local dog owners and build awareness in the community.

Pet Grooming Business
Calgary

Local Canadian Communities. Real People. Real Results.

Reach Local Customers

Build Awareness In Your Community

Be Seen As A Trusted Local Business

Support Local Growth

I Want To Know More →

See how Trail Blaze Local can feature your business in your chosen location.

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LOCAL

A Range of Specialist Digital Publications for Canadian Communities.

Your business can feature across our trusted, locally focused digital newsletters and websites, reaching engaged readers in cities and regions across Canada.

Local, Engaged Audiences
Reach people who live, work and spend in your area.

Relevant, High-Quality Content
Be part of useful, interesting local articles.

Multiple Specialist Publications
Home, property, health, food, money and more.

Greater Visibility
More awareness, enquiries and potential customers from your local community.

The Seller Insider

HOME SELLING | PROPERTY | LOCAL INSIGHTS



For homeowners, movers and property sellers across Canada.

Property Investor Insider

INVESTING | MARKET NEWS | LOCAL OPPORTUNITIES



For property investors and landlords across Canada.

Local Health Pulse

HEALTH | WELLBEING | PEOPLE | LOCAL SUPPORT



For healthier, happier communities across Canada.

Smile Dentist News

DENTAL HEALTH | ADVICE | LOCAL PRACTICES



For people looking after their smiles across Canada.

Smart Wealth Brief

MONEY | INVESTING | PENSIONS | LOCAL INSIGHTS



For smarter money decisions across Canada.

Taste Trail Local

FOOD & DRINK | PLACES | PEOPLE | LOCAL FLAVOURS



For food lovers and great places to eat and drink across Canada.



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We Publish Your Business Article and Promote It Across Our Network.

We research, write and publish a professionally written article about your business on our local hub for your chosen Canadian location. Your article is also featured in our newsletter and you receive a ready-to-use social media pack to share with your own audience.

Done For You
We research, write, fact-check and publish the article.

Your Local Hub
Published on the relevant Trail Blaze Local website for your chosen Canadian location.

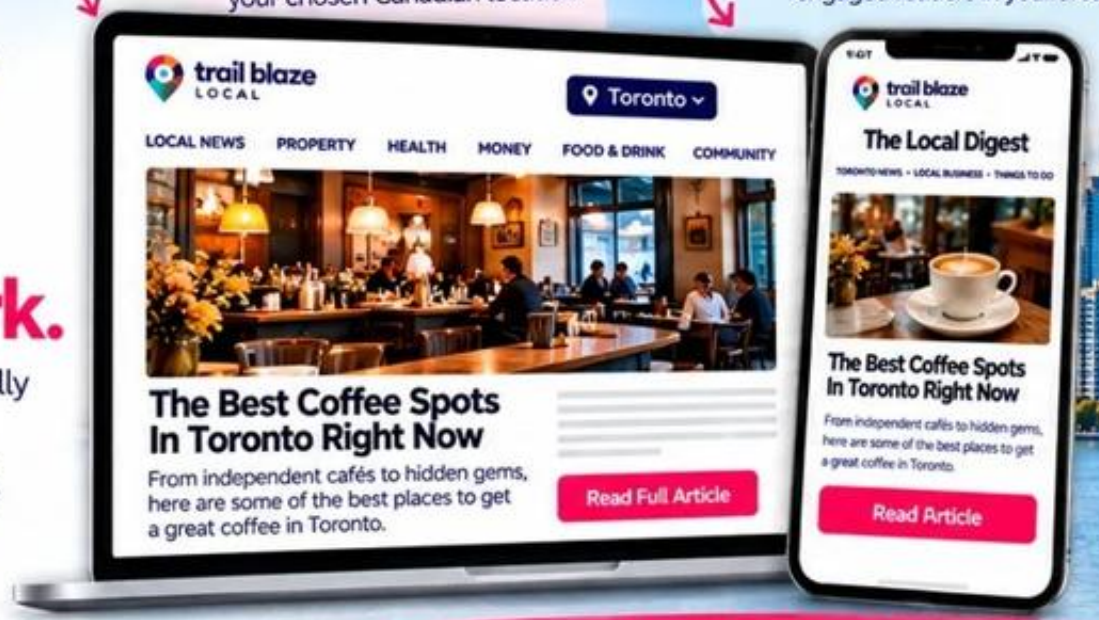
Featured In Our Newsletter
Included in the next newsletter for that location.

Ready-To-Use Social Media Pack
Receive 4 or 8 branded social media posts to share with your own audience.

1 Published on your local hub
Your article goes live on the Trail Blaze Local website for your chosen Canadian location.

2 Featured in our newsletter
Your article is included in our local newsletter, reaching engaged readers in your area.

3 Ready-to-use social media pack
You receive a pack of 4 or 8 branded social media posts to share with your own audience.





Where Your Article Appears

Your Local Hub
Published on the relevant Trail Blaze Local website for your chosen location.



Our Local Newsletter
Included in the next newsletter for that location, reaching local subscribers.



Your Social Media Pack
A ready-to-use pack of 4 or 8 branded posts to share with your own audience.



Your Audience
You can also share the article with your customers, email list and broader network.

Your customers · Your email list · Your network

Local Canadian Communities. Real People. Real Results.

Your Business In Your Community.

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Your Expertise Across Multiple Channels

Real People.
Real Communities.
Real Results.

More Visibility.
More Opportunities.
All From One Partnership.

Professionally written articles that showcase your expertise and build your reputation.

Your articles and features are shared across multiple channels to reach more of the right people in your local community.

Local Newsletter
Featured in our popular weekly newsletter, read by local people who want trusted advice and local recommendations.

Social Media
Shared on our local social channels to reach even more people in your community.

Directory Listing
Included in our SEO-friendly directory so your business can be found long after the newsletter is published.

Search & AI Visibility
Your content is indexed by search engines and can be found and referenced by AI tools, giving you long-term, compounding visibility.





"Being featured in Trail Blaze Local has brought in new enquiries and increased our local visibility."

Local Business Owner, Toronto

Be Seen By The People Who Matter

- Reach an engaged local audience
- Build trust with your community
- Showcase your expertise with helpful, relevant content
- Get more enquiries and customers
- Create long-term visibility through search and AI

Stronger Together

Complementary Businesses. More Readers. Bigger Opportunities.

Different local businesses, one specialist publication – working together to reach the same audience. No direct competition, just more value for readers and more opportunities for everyone.

Restaurants

Feature your menu, special offers and chef stories.



Cafés

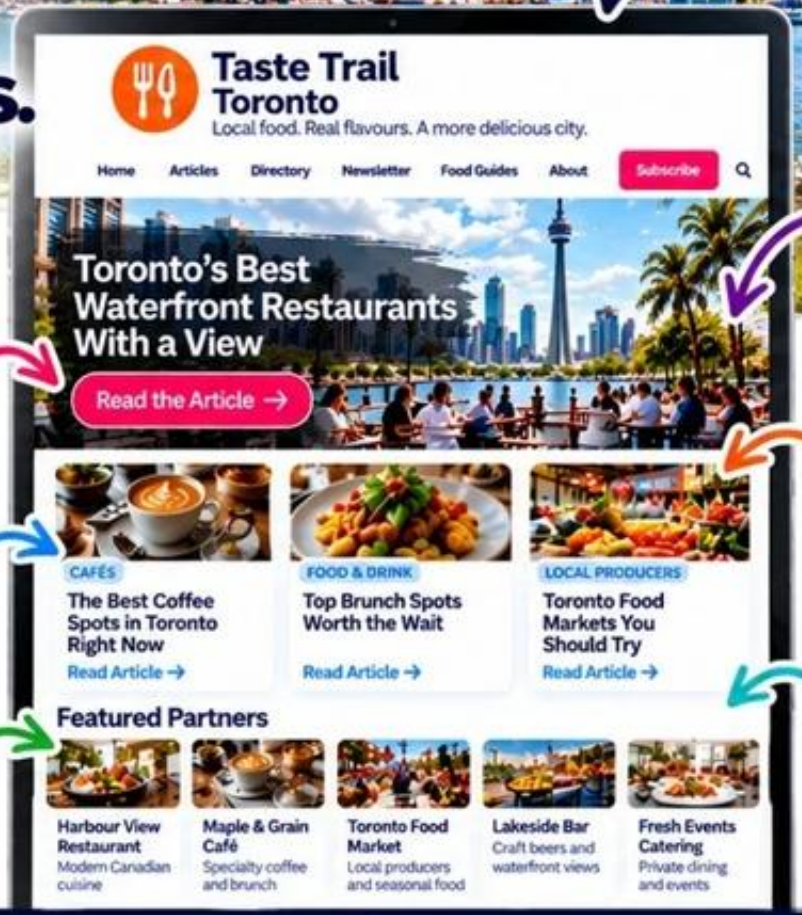
Share your story, opening hours and what makes you special.



Local Producers

Reach new customers with your products and seasonal updates.





A complete local ecosystem for food and hospitality.



Pubs and Bars

Promote events, new drinks and live entertainment.



Events and Experiences

Get the word out about food festivals, tastings and special events.



Catering and Private Dining

Showcase your services for parties, corporate events and special occasions.

This is not traditional advertising.

Your business is featured through independent, editorial-style articles, guides and listings – not simple banner ads.

- **Feature articles** in a trusted local publication
- Reach a motivated, local audience
- Be seen as a trusted local expert
- Enhanced listing in the directory
- Regular newsletter exposure
- Ready-to-share content for your own channels
- Be part of a supportive community of local businesses

One Shared Audience
All partners benefit from a larger, engaged local readership.

More Discovery
Readers find more local businesses in one place.

Complementary, Not Competing
Different businesses, working together for a stronger local scene.

Durable Exposure
Your content stays online and continues to be found long after publication.

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Be The Local Expert. Keep Your Competitors Out.

More Than Visibility. It's Category Exclusivity.

The Resident Expert position gives you exclusive paid editorial status in your business category within your chosen local publication.

Be The Go-To Choice
Regularly featured as the local expert in your field.

Keep Competitors Out
No other competing business can take an Expert or Featured Partner position in your category.

Appear Alongside Complementary Businesses
Work with other trusted local professionals who support the same customer journey.

Build Long-Term Authority
Consistent expert content builds credibility and trust in your community.

Local Canadian Communities. Real People. Real Results.

Resident Expert
EXCLUSIVE PAID POSITION



- One paying Resident Expert per category, per local publication hub.
- No competing businesses can take an Expert or Featured Partner position in the same category.
- 4 professionally written expert articles each month.
- 4 prominent expert newsletter features.
- 8 ready-to-share social media posts.
- Enhanced directory listing with 10 images, booking links, menus, services and more.
- Expert status across the publication.

Your Competitors
CANNOT TAKE A PAID POSITION


Toronto
Another Estate Agent
Cannot take Expert position


Toronto
Competing Estate Agency
Cannot take Featured Partner position


Toronto
Rival Estate Agent
Cannot take any paid position in this category

Complementary Businesses
CAN APPEAR ALONGSIDE YOU


Toronto
Mortgage Adviser
Finance and mortgages


Toronto
Solicitor / Conveyancer
Legal and conveyancing


Toronto
Removal Company
Moving and storage


Toronto
Plumber
Home maintenance


Toronto
Letting Agent
Rentals and property management


Toronto
Accountant
Property tax and accounting

Local Community Wins
Your expert content helps local people, builds awareness for related services and positions you as the trusted choice.

A Stronger Local Ecosystem › Related Services For Local Customers › More Trust And Enquiries › Everyone Benefits

I Want To Secure My Expert Position →

Be the local expert in your category before a competitor does.

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Four Ways To Get Your Business Noticed In Canadian Communities.

From a free directory listing to our exclusive Resident Expert position, every option helps you reach more local people, build your authority and generate more enquiries.

More Local Customers
Be seen by people who live, work, and spend locally.

Highly Brand Awareness
Showcase your expertise with trusted content.

More Enquiries Over Time
Be found where people are searching for your services.

Trusted Local Expert
Build long-term credibility in your community.

Local Canadian Communities, Real People, Real Results.

Flexible Packages For Canadian Businesses.

All packages include local research and professionally written content (where applicable), your enhanced directory listing, a local website, featured in our weekly newsletter and social media pack (where applicable).

Free Directory Listing

C$0/month

Get your business listed on our local directory for free.



- Business name, logo and details
- Category and location tags
- Link to your website
- Found by local people searching for your type of business

A great way to get started and be found locally.

Directory Enhancement

C$247/month

A more prominent listing to help you stand out.



- Everything in the free listing
- Larger, highlighted listing
- Up to 6 images (no video)
- Booking links, menus, services etc
- Priority position on the website
- More chance of being found by local customers

Showcase more of your business and make it easier for local people to get in touch.

Featured Partner

C$697/month

Intro: C$497/month for your first 2 months.



- 4 professionally written articles
- 4 professional insertions (articles)
- (to use on your own social pages)
- Featured listing on the directory
- You can also share the articles with your own customers

Get consistent exposure and bring more local people to your business.

4 Resident Expert

C$997/month

Be recognised as the go-to expert in your field in your local area.



- 4 dedicated expert articles
- 4 expert newsletter features (articles)
- 8 branded social media posts (to use on your own social pages)
- Enhanced directory listing (10 images, booking links, menus, services etc)
- Expert status across the publication
- Exclusive position – no competitors in your category

Maximum visibility, credibility and exclusivity in your local community.

Be The Only Paying Expert In Your Category.
When a business secures the Resident Expert position, no other competing business can purchase either a Featured Partner or Resident Expert position in the same category within that local publication.

I Want To Secure My Expert Position →

I Want To Know More →

What's the Real Difference?

Featured Partner vs Resident Expert.

Both options give you independently researched content, inclusion in our regular newsletter and ready-to-share social media posts. The difference is the level of visibility and whether you secure the exclusive expert position in your category.



Featured Partner

Regular visibility for your business.

Be featured in independently researched, editorial-style articles and reach more local people through our newsletter and ready-to-share social media posts.



- Independently researched article(s) about your business
- Inclusion in our regular newsletter
- Ready-to-share social media post(s) for you to use
- Links back to your directory listing and website
- Builds awareness, enquiries and interest from local readers

Key Differences at a Glance

Content
Both include independently researched articles, newsletter features and social media posts.

Visibility
A Featured Partner receives regular coverage. A Resident Expert gets more prominent placement across the publication.

Category Status
Featured Partner does not have exclusivity. Resident Expert is the only business in their category to hold the expert position.

Long-Term Presence
Both build visibility over time. The Resident Expert position gives a stronger, longer-term presence in their category.

Resident Expert

The exclusive expert in your category.

Take a leading position in your category with deeper coverage, more prominence and category exclusivity in this local publication.



- Regular, in-depth editorial features
- More prominent placement in our newsletter
- Ready-to-share social media post(s) for you to use
- Category exclusivity (only one expert position per category)
- Links back to your directory listing and website
- Positions you as a trusted local expert

Trusted Content
Independently researched articles build credibility and trust.

Greater Visibility
Reach more local people through regular newsletter features.

Category Exclusivity
Only one Resident Expert in each category.

More Opportunities
A stronger presence helps drive enquiries, visits and word-of-mouth.

Long-Term Advantage
Builds your reputation and keeps you front of mind with local readers.

Trail Blaze Local

SPECIALIST LOCAL PUBLICATIONS
FOR US BUSINESS OWNERS

Frequently Asked Questions

Simple answers so you can move forward with confidence.

What's the difference between the options?

All options include a listing in our local directory. Directory Enhancement and Featured Partner give you more visibility and regular articles. Resident Expert includes dedicated expert articles, more social posts and category exclusivity (only one paid Resident Expert per category per local publication hub).

How many articles and social posts do I get?

- **Featured Partner:**
  4 researched articles per month
  + 4 ready-to-share social posts.
- **Resident Expert:**
  4 dedicated expert articles per month
  + 8 ready-to-share social posts.

Do I get exclusivity in my category?

Yes — with the Resident Expert option. We only have **one paid Resident Expert per category per local publication hub,** so you are the go-to expert in your field. Other businesses can still have a directory listing or be featured in general articles, but there is **only one Resident Expert position in each category.**



Do I need to create the content?

No. We research and write the articles for you, based on your expertise, website and publicly available information. You simply review if necessary and share the ready-to-use social media posts with your own audience.

Where will my business be featured?

- Articles in our local newsletters.
- Our website and local directory.
- Ready-to-share social media posts you can use on your own channels.
- For Resident Experts, a recurring expert position in every issue.

What are the payment terms and commitment?

- Monthly payment by card.
- No long-term contract.
- You can cancel with 30 days' notice.
- We focus on delivering ongoing value each month, so most partners stay with us.

Is there a guarantee?

We are confident you'll see value from your partnership. If it's not right for you, you can cancel at any time with 30 days' notice. There are no long-term contracts and no hidden fees.

Homes and real estate
Property investment
Food and drink
Health and wellness
Dental care
Finance and money advice
Automotive and transport
Shopping and retail
Trades and home services
Travel and attractions

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Your Questions Answered

Straight answers to the questions we hear most often from Canadian businesses.



Do I need to write articles or create social posts?

No. We research, write and publish the articles. You receive ready-to-share social posts, depending on your package.

Where will my business appear?

On the relevant local publication hub, in its newsletter and in the business directory, according to your package.

Do I need my own social media following?

No. We publish the articles and feature them in our newsletters. The social media pack is an additional resource for your own channels.

What makes the Resident Expert position different?

You receive 4 dedicated expert articles, 4 expert newsletter features, 8 ready-to-share social posts, an enhanced directory listing and exclusive paid positioning in your category.

Can complementary businesses participate?

Yes. Complementary, non-competing businesses can appear alongside you, such as mortgage advisers, accountants, removal companies, plumbers and letting agents.

Can I share the articles and newsletters with my own customers?

Yes! Share links on your social pages, send them in emails, use them in follow-ups and share relevant newsletter editions. It's independently published content you can use to build authority.

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Get Started In Four Easy Steps

Real People.
Real Communities.
Real Results.

1 Choose Your Package

Select the level that fits your goals and budget — from a directory listing to our Resident Expert package.



- Free directory listing
- Featured Partner
- Resident Expert

2 Tell Us About Your Business

Complete a simple onboarding form with your details, key information and any special features.



- Quick and easy form
- Share what makes you different
- Tell us any key offers or seasonal information

3 We Create Your Content

Our team researches, writes and publishes your articles, newsletter features and directory listing.



- Professionally written articles
- Newsletter features
- SEO-friendly directory listing
- No work for you

4 You Get Noticed

Your business is featured in our local newsletter, online directory and social media — reaching real people in your community.



- Reach more local customers
- Build trust and credibility
- Get long-term visibility
- Be part of a growing community

I Want To Get Started →

Be Part of Something Bigger

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LOCAL

Secure Your Resident Expert Position Today!



As a Resident Expert you get:

- A premium listing in our local directory
- Four expert articles per month

YOUR COMPETITOR COULD TAKE THIS POSITION FIRST.

- A simple, hands-free way to grow your business

I Want To Secure My Expert Position →

Local Business. Local Success.

Trail Blaze Local – Connecting Canadian Communities