MEDIA KIT

NOVEMBER 2026

Family-driven overlanding, adventure & travel. Real trips, honest gear reviews and Ram 1500 builds — from Vancouver, BC, across Canada, the USA & beyond.



"LET'S DO EPIC SHIT."

VANCITYADVENTURE.CA

Partnerships: media@vancityadventure.ca

ABOUT THE BRAND

Vancity Adventure is a family-driven overlanding, adventure and travel brand led by Daryl Berden. What started in 2020 as a COVID-era escape has grown into a community built on authentic, cinematic storytelling with real-world practicality — overland trails, road trips, national parks, camping, honest gear reviews, Ram 1500 truck builds and travel guides. Based in Vancouver, BC, the crew travels across Canada, the USA and internationally.

MEET THE CREW

Daryl Berden — Founder, host and driver. Leads every build, trip and review on the channel.

Cayden Berden — Daryl's son and co-adventurer, on the trails and in front of the camera.

Angie Berden — Daryl's wife — joins many of the travel and camping adventures and keeps the family rolling.

Tosha the Pug — The crew's four-legged co-pilot, along for every ride — @tosha.the.pug on Instagram.



WHAT WE CREATE

- **Overland Trails**
- **National Parks**
- **Honest Gear Reviews**
- **Travel Guides**
- **Road Trips**
- **Camping**
- **Ram 1500 Truck Builds**



BY THE NUMBERS

108,000	YouTube subscribers — @VancityAdventure
899	Videos published
~50K	Instagram followers — @vancity_adventure
16.7K	TikTok followers — @vancityadventure

AUDIENCE – LIFETIME

YouTube Analytics, lifetime of the channel (Jul 2020 – Nov 2026). The United States is our #1 audience — our largest single market, ahead of Canada. United States + Canada together account for 23.3% of all views.

WHERE THEY WATCH — TOP 3 COUNTRIES



TOP AGE GROUPS



62.3% of viewers are 18–44 · 82.8% are 25 or older · 61.9% male / 38.1% female



PARTNER WITH US

We work with brands whose gear we'd actually run on the trail. Every partnership is built around real trips and real testing — no scripted fluff, and our audience knows it.

Product Placement
Your gear in real use across full adventures — seen in context, not in a studio.

Sponsored Content
Dedicated reviews and features built around your product, tested the way our viewers use it.

Brand Mentions
Natural, honest mentions inside long-form videos and across our social channels.

Event Sponsorship
On-the-ground presence, coverage and community reach at overlanding and outdoor events.

PARTNERS INCLUDE

Bluetti · Doghouse Tents · Diode Dynamics · Galaxy Auto

Past partners: Auxbeam

RECOGNITION

Finalist — Business Innovation Award, 2026 Langley Business Excellence Awards.

MORE WAYS TO CONNECT

Patreon — our membership community: patreon.com/vancityadventure
Merch & stickers: vancityadventure.ca/shop
Full gear list: vancityadventure.ca/faqs

Let's work together — Partnerships & media: media@vancityadventure.ca
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