



CANADA'S THOUGHT LEADERS

Case Study

ATLANTIC INSTITUTE FOR MARKET STUDIES

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troymediadigitalsolutions.com/

AIMS is an independent economic and social policy think-tank based in the Maritimes.

AIMS expanded its reach and connections

"Troy Media's media range and connections are broader than any organization could hope to establish independently. It has now become an indispensable part of our media relations efforts, saving us time and, more importantly, money."

Contact:

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President and CEO
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The challenge

While one of the most highly regarded think tanks in North America, AIMS has had difficulty raising its profile outside of the Maritimes.

Our solution

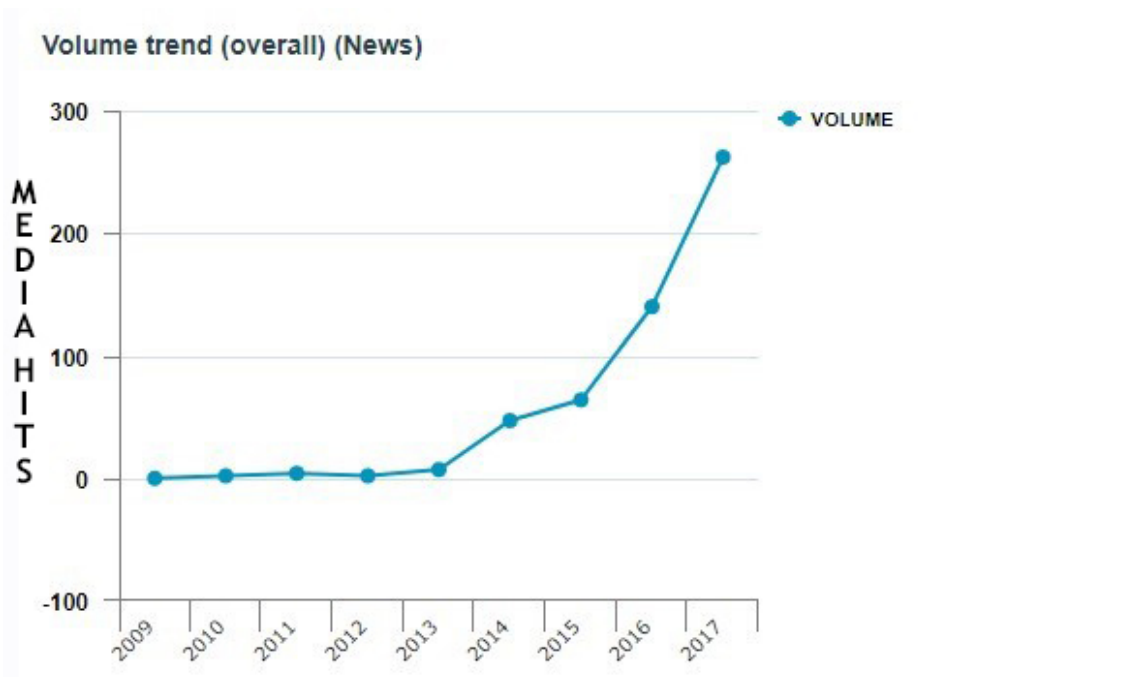
Troy Media simply started to edit and distribute AIMS's commentaries through our proprietary media distribution network of more than 1,800 media outlets (print, broadcast, online) across Canada.

All commentaries are also posted on [Troy Media Marketplace](#), the one-stop shopping site for harried editors looking for content. Posting articles on Troy Media Marketplace ensures the commentaries enjoy a longer lifespan and therefore broader readership.

The results

Our success is obvious:

Media penetration trendline

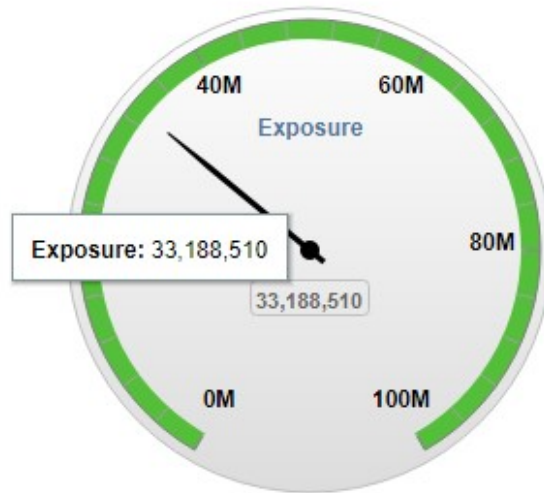


AIMS trialed our services in 2014. It sent a few commentaries, and distributed most of the others itself. Once it saw the results, however, it asked Troy Media in 2016 to distribute all of its commentaries.

¹ Charts courtesy Infomart

Exposure/circulation/reach

Exposure/circulation/reach (News)



Exposure/circulation/reach (Online news)



Online News exposure 2016/17 only

Ad value (total) (News)



Ad value is a dollar figure that attempts to quantify the cost of purchasing an advertisement with similar dimensions or parameters as the article, result or clip in question.

Ad value for print media is calculated by a formula which takes into account the length of the article (in words, then converted to agate lines); the number of images in the article; the circulation of the source; the publicly-posted advertising rates for the source of the article.

AIMS Influencers²

Alaska Highway News
Barriere Star Journal
Bashaw Star
Battlefords News Optimist
Battlefords Regional Optimist
Brandon Sun
brantfordexpositor.ca
Brooks Bulletin
Brooks Weekend Regional
Bugle-Observer
Business In Vancouver
Calgary Herald
Calgary Herald Blogs
calgaryherald.com
Canada News-wire
Canadian Investor
Canadian Press
Cape Breton Post
Castor Advance
CBC.CA News
Chatham Daily News
Edmonton Journal
Epoch Times
Financial Post
Globe and Mail
Greater Saint John
Guelph Mercury
Halifax Local Xpress
Hamilton News
Hamilton Spectator
Journal Pioneer
Kings County Record
Kingston Standard Record
London Free Press
Marketwired
Medicine Hat News
Metro News

Miramichi Leader
Montreal Gazette
Mountain View Gazette
National Post
New Brunswick Telegraph-Journal
Niagara Falls Review
Niagara This Week
North Bay Nugget
Northeast Sun
Okanagan Saturday
Okanagan Sunday
Okotoks Western Wheel
Olds Albertan
Penticton Herald
Prince George Citizen
Public Policy
Publication
Red Deer Advocate
Red Deer Express
Red River Valley Echo
Rimbey Review
Sarnia Observer
Saskatoon Star Phoenix
Sault Ste. Marie This Week
Shoreline Week (Riverside)
Shoreline Week (Tecumseh)
Slave Lake Scope
St. Catharines Standard
Stratford Beacon-Herald
stratfordbeaconherald.com
stthomastimesjournal.com
Sudbury Star
Telegraph-Journal
The Afro News
The Chronicle Herald (Halifax, NS)
The Chronicle Journal
The Daily Courier (Kelowna)
The Daily Gleaner
The Daily Gleaner (Fredericton)
The Globe and Mail
The Hamilton Spectator
The Leader-Post (Regina)
The Lethbridge Herald

The Morden Times
THE NATIONAL
The Northern Light
The Northern Light (Bathurst)
The Province
The StarPhoenix (Saskatoon)
The Telegram (St. John's)
The Timmins Daily Press
The Tribune
The Tribune (Campbellton)
The Whitehorse Daily Star
Thompson Citizen
Times & Transcript
Times & Transcript (Moncton)
Times Colonist (Victoria)
Toronto Star
Town & Country News
Trail Daily Times
Vancouver Province
Vancouver Sun
Wabasca Fever
Waterloo Region Record
Waterloo Regional Record
Welland Tribune
Western Producer
Westman Journal
Windsor Star
Winkler Times
Winnipeg Free Press
Woodstock Sentinel-Review
Yorkton News Review

² Media outlets which ran AIMS commentaries



About Troy Media

Troy Media is an editorial content provider to over 1,800 print and online media outlets in Canada.

Founded in 2005, Troy Media has developed a reputation for providing the in-depth analysis and articles required by journalists and editors. Traditional media outlets, as well as websites, use or license content supplied by our clients, columnists, contributors and freelancers for their own needs.

Troy Media's reach through its media outlet subscribers³:

2017

Print - 792,670,470

Online News - 2,679,156,953

2016

Print - 541,623,352

Online News - 1,438,960,249

³ Figures from Infomart

