



CANADA'S THOUGHT LEADERS

Case study

CARDUS

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troymediadigitalsolutions.com/

Cardus uses independent research to support evidence-based policy and social analysis, facilitate robust public dialogue, and produce thought-provoking commentary.

Cardus chose Troy Media to “talk with Canada”

"Troy Media has been invaluable to Cardus in reaching across the country to find a broad and diverse Canadian audience. It is a highly efficient, effective way to connect with readers from Victoria to the Maritimes. There's a special surprise in discovering the places where the content Troy distributes for us turns up. It very frequently feels like we're talking with Canada."

Contact:

Peter Stockland
Publisher of Convivium.ca
Senior writer - Cardus
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The challenge

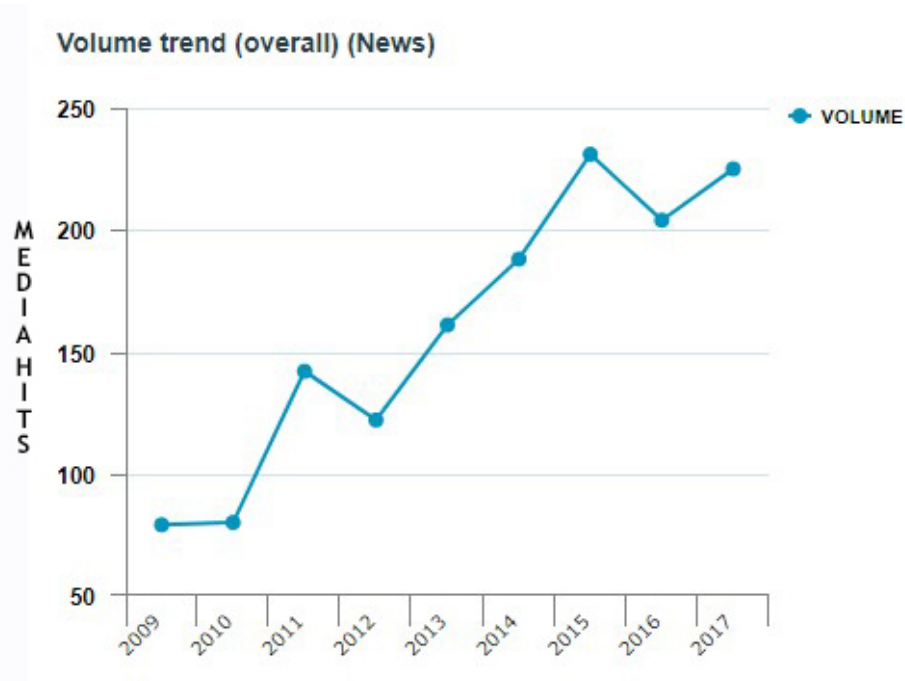
Cardus is rooted in 2,000 years of Christian social thought, which it seeks to apply to our modern social context. Because of its perspective, its thoughtful commentaries were often rejected by mainstream media.

Our solution

The quality of the writing and its arguments were first rate. Yet it was having trouble getting visibility within the mainstream media. Once we started to distribute its commentaries through our proprietary media distribution network of more than 1,800 media outlets (print, broadcast, online), its credibility quickly increased, to the point where it's now one of our most widely read clients.

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

The results

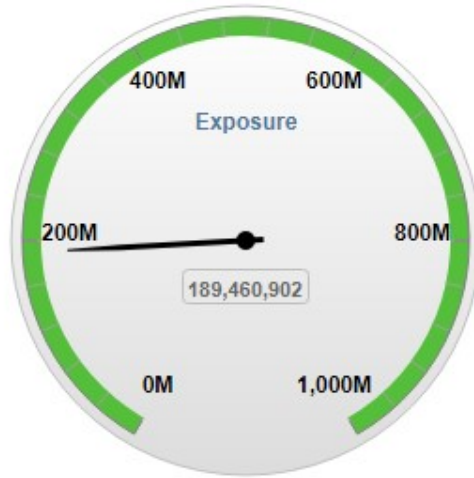


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Cardus joined us in 2010 and contributes a relatively low volume of commentaries. It has, however, consistently achieved an impressive record of placements.

¹ Charts courtesy Infomart

Exposure/circulation/reach (News)



Exposure/circulation/reach (Online Media)



Online News exposure for 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 that 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; and the publicly-posted advertising rates for the source of the article.

Cardus²

Alaska Highway News
Bashaw Star
Battlefords News Optimist
BC Local News
Beaverlodge West County News
Brandon Sun
Brockville Recorder and Times
Brooks Bulletin
Brooks Weekend Regional
Business In Vancouver
Calgary Herald
Calgary Sun
Carstairs Courier
Castor Advance
Clearwater Times
Daily Herald-Tribune (Grande Prairie)
Daily Post (Liverpool, Uk)
Edmonton Journal
Edmonton Sun
Globe and Mail
Guelph Mercury
Hamilton Spectator
Innisfail Province
Kings County Record
Kingston Whig-Standard
Lakeshore News
LaSalle Post
Regina Leader Post
Media Awareness Project
Miramichi Leader
Montreal Gazette
Mountain View Gazette
National Post
New Brunswick Telegraph-Journal
Niagara Falls Review
North Bay Nugget
Okanagan Saturday
Okanagan Sunday
Okotoks Western Wheel

Olds Albertan
Ontario Farmer
Ottawa Citizen
Ottawa Sun
Peterborough Examiner
Ponoka News
POWER & POLITICS
Red Deer Advocate
Red Deer Express
Rimbey Review
Sault Ste. Marie This Week
Shoreline Week (Riverside)
Shoreline Week (Tecumseh)
Slave Lake Lakeside Leader
Slave Lake Scope
Smiths Falls EMC - part of the Performance Group of Companies
St. Catharines Standard
Stettler Independent
Stratford Beacon-Herald
Sundre Round Up
Telegraph-Journal
Terrace Standard
The Calgary Sun
The Chronicle Journal
The Daily Courier (Kelowna)
The Daily Gleaner
The Daily Gleaner (Fredericton)
The Globe And Mail
The Hamilton Spectator
The Kingston Whig-Standard
The Leader-Post (Regina)
THE NATIONAL
The Ottawa Sun
The Outlook
The Province
The Sault Star
The StarPhoenix (Saskatoon)
The Toronto Sun
The Tribune
The Tribune (Campbellton)
The Whitehorse Daily Star

Vancouver Province
Thompson Citizen
Times & Transcript
Times & Transcript (Moncton)
Times Colonist (Victoria)
Toronto Star
Toronto Sun
Town & Country News
Trail Daily Times
Vancouver Sun
Wabasca Fever
Waterloo Region Record
Welland Tribune
Windsor Star
Winnipeg Free Press
Winnipeg Sun
Woodstock Sentinel-Review
WORLD REPORT
Yukon News

² Media outlets which ran Cardus 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

