



# CANADA'S THOUGHT LEADERS

## Case Study

### FRONTIER CENTRE FOR PUBLIC POLICY

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The Frontier Centre for Public Policy (FCPP) is an independent Canadian public policy think tank. Its research aims to analyze current affairs and public policies and develop effective and meaningful ideas for good governance and reform.

## FCPP experienced marked increase in influence

*"As the VP of Research for Frontier Centre of Public Policy, I have monitored the marked increase in pickup – and influence – both in print and on a wide range of websites. Troy Media offers great value at a great price for its services."*

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# The Challenge

The Frontier Centre for Public Policy holds strong, forcefully argued positions on many public policy issues – so strong that mainstream media sometimes declined to publish those views.

## Our Solution

Troy Media toned down the inflammatory language in the commentaries, editing them to acceptable media standards and the essentials of their arguments.

We continued to act as gatekeeper for Frontier commentaries, avoiding intemperate language and factual inaccuracies. This enabled the Frontier Centre to establish a reputation as a respected purveyor of right-of-centre perspectives.

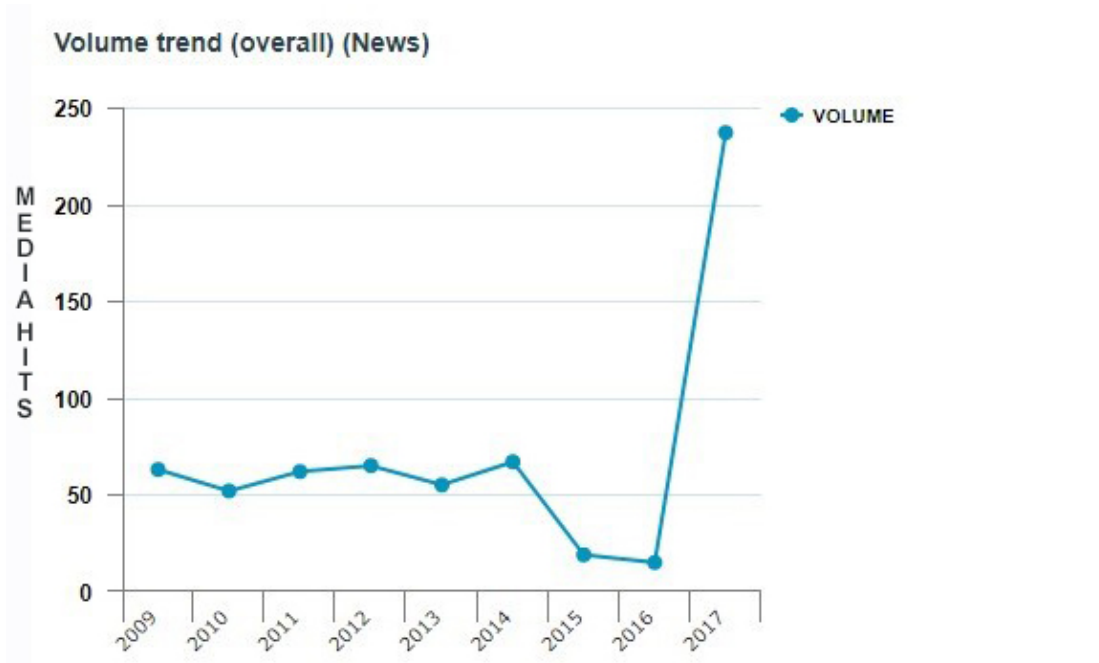
All commentaries are then distributed through our proprietary media distribution network of over 1800 media outlets (print, broadcast, online).

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



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<sup>1</sup> Charts courtesy Infomart

Since it began using Troy Media services in 2016, FCPP has achieved a rise in media hits, trust and credibility. FCPP is especially popular with Troy Media's community news media subscribers, and is making inroads with mid- and large-market outlets.

### Exposure/circulation/reach

Exposure/circulation/reach (News)



Exposure/circulation/reach (Online News)



Online News exposure for 2016/17 only

### Ad value (total) (News)



Ad value is a dollar figure which 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.

# F CPP Influencers<sup>2</sup>

Airdrie City View  
Barriere Star Journal  
Bashaw Star  
Battlefords News Optimist  
Battlefords Regional Optimist  
Beaverlodge & District News  
Beaverlodge Advertiser  
Bonnyville Nouvelle  
Brandon Sun  
Brantford Expositor  
Brockville Recorder and Times  
Brooks Bulletin  
Brooks Weekend Regional  
Business In Vancouver  
Calgary Herald  
Calgary Herald Blogs  
Calgary Sun  
Carstairs Courier  
CBC.CA News  
Chatham This Week  
ckpgtoday.ca  
Claresholm Local Press  
Clearwater Times  
Coaldale Sunny South News  
Cold Lake Sun  
Cornwall Standard Freeholder  
Daily Herald-Tribune (Grande Prairie)  
Daily Observer (Pembroke)  
Drayton Valley Western Review  
East Central Alberta Review  
Eckville Echo  
Edmonton Journal  
Edmonton Sun  
Estevan Mercury  
Financial Post  
Fort Chipewyan/Fort Smith Slave River  
Journal  
Fox Creek Times

Globe and Mail  
Grande Cache Mountaineer  
Innisfail Province  
Kings County Record  
Kingston Whig-Standard  
Lakeshore News  
LaSalle Post  
Regina Leader Post  
Leduc - Wetaskiwin Pipestone Flyer  
London Free Press  
Epoch Times  
Macleans  
Medicine Hat News  
Miramichi Leader  
Montreal Gazette  
Morinville Free Press  
Mountain View Gazette  
National Post  
New Brunswick Telegraph-Journal  
North Bay Nugget  
Northeast Sun  
Okanagan Sunday  
Olds Albertan  
Ontario Farmer  
Ottawa Sun  
Owen Sound Sun Times  
Penticton Herald  
Portage La Prairie  
Prince George Citizen  
Provost News  
Publication  
Red Deer Express  
republicofmining.com  
Republic of Mining  
Sarnia This Week  
Sault Ste. Marie This Week  
Simcoe Reformer  
Slave Lake Lakeside Leader  
Slave Lake Scope  
St. Albert Gazette  
Sudbury Star  
Sundre Round Up  
Sylvan Lake News

Telegraph-Journal  
The Calgary Sun  
The Chatham Daily 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 Guelph Mercury  
The Hamilton Spectator  
The Leader-Post (Regina)  
The Lethbridge Herald  
The Morden Times  
The Outlook  
The Pembroke Observer  
The Province  
The StarPhoenix (Saskatoon)  
The Sudbury Star  
The Telegram (St. John's)  
The Toronto Sun  
The Tribune  
The Tribune (Campbellton)  
The Valley Leader  
The Whitehorse Daily Star  
The Winkler Times  
The Winnipeg Sun  
Vancouver Province  
TheRecord.com  
Hamilton Spectator  
Saskatoon Star Phoenix  
Thompson Citizen  
Times & Transcript  
Times & Transcript (Moncton)  
Times Colonist (Victoria)  
Timmins The Daily Press  
Timmins Times  
Today's Farmer  
Toronto Sun  
Town & Country News  
Trail Daily Times  
Vancouver Sun  
vancouver.sun.com

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<sup>2</sup> Media outlets which ran F CPP commentaries



Vegreville Observer  
Victoria Star  
Wabasca Fever  
Waterloo Region Record  
Westman Journal  
Westside Weekly  
Whitecourt Press  
Winkler Times  
Winnipeg Free Press  
Winnipeg Sun  
4 Traders  
BC Local News  
[www.castanet.net](http://www.castanet.net)  
June Warren Energy  
Red Deer Advocate  
Yorkton News Review  
Yukon News

# 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 subscribers<sup>3</sup>:**

### **2017**

Print - 792,670,470

Online News - 2,679,156,953

### **2016**

Print - 541,623,352

Online News - 1,438,960,249

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<sup>3</sup> Figures from Infomart

