



# CANADA'S THOUGHT LEADERS

## Case study

### The Fraser Institute

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[troymediadigitalsolutions.com/](http://troymediadigitalsolutions.com/)

The Fraser Institute is the most widely read and influential think tank in Canada for the 10th straight year and ranks in the top 25 among think tanks worldwide.

Its mission is to improve the quality of life for Canadians, their families and future generations by studying, measuring and broadly communicating the effects of government policies, entrepreneurship and choices on their well-being.

## Fraser Institute sees big impact, great value

*“Troy Media has been a highly effective communications channel for the Fraser Institute over the last decade. By distributing op-eds through Troy’s proprietary media channels, we have seen a marked increase in pickup in print and online. Troy Media offers great value for its services.”*

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# The challenge

The Fraser Institute was already a highly recognized think tank with a good track record of placing their commentaries in major media markets across Canada when it approached us. However, it had been unable to crack the mid- and small-media markets, one of Troy Media's strengths.

## Our solution

### Copy-and-paste ready commentaries

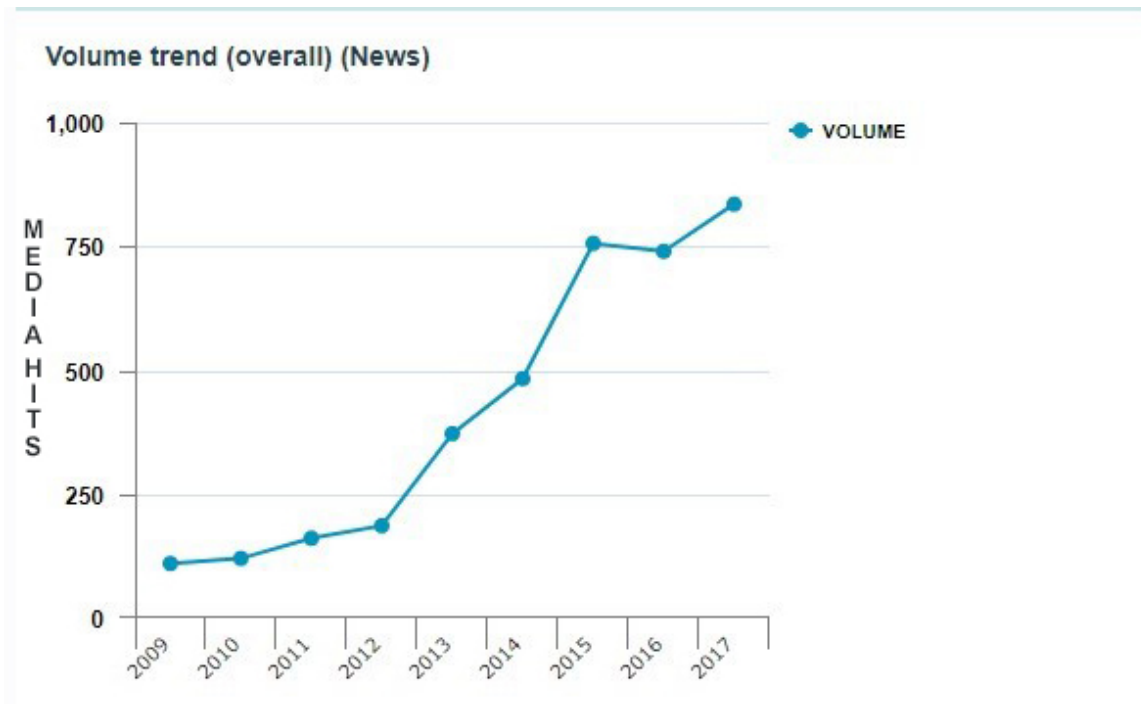
Fraser Institute commentaries are edited to Canadian Press standards, to optimize their opportunities of being picked for publication by overworked editors.

Commentaries are then distributed through our proprietary media distribution network of more than 1,800 media outlets (print, broadcast, online).

The commentaries are 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 are in

### Media penetration trendline



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The Fraser Institute began using Troy Media on a trial basis in 2009, and then began sending us all of its commentaries in 2012.

<sup>1</sup> Charts courtesy Infomart

The dramatic increase in media penetration Troy Media was able to achieve has led to a marked increase in news and social exposure for the Fraser Institute across Canada.

### Exposure/circulation/reach

News

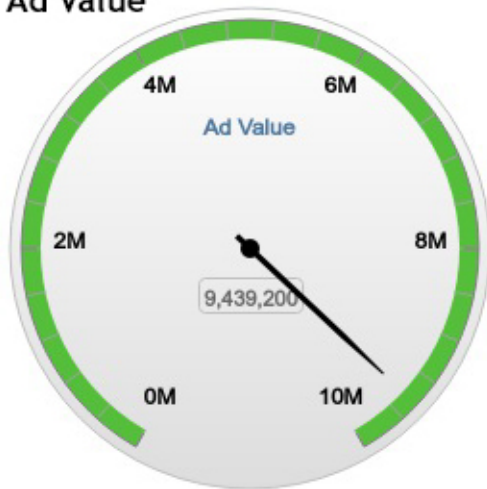


Online News



Online News exposure for 2016/17 only

Ad Value



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.

# Fraser Institute Influencers<sup>2</sup>

100 Mile House Free Press  
24 Hours Toronto

24 Hours Vancouver

Airdrie City View

Airdrie Echo

Alaska Highway News

Almaguin News

Bashaw Star

Battlefords News Optimist

Battlefords Regional Optimist

Battlefords The Regional Optimist

Beaverlodge & District News

Beaverlodge West County News

Beaverlodge West County News & Advertiser

BOE Report

Bow Island Commentator

Bradford Times

Brandon Sun

Brantford Expositor

brantfordexpositor.ca

Brockville Recorder and Times

Brooks Bulletin

Brooks Weekend Regional

Bugle-Observer

Burnaby Now

Business In Vancouver

Business Examiner

Calgary Herald

Calgary Sun

Camrose Canadian

camrosecanadian.com

Canadian Press

Canadian Investor

Cardston Temple City Star

Carstairs Courier

Castor Advance

Central Plains Herald-Leader

Chatham Daily News

Chatham This Week

Chetwynd Echo

Chilliwack Times

ckpgtoday.ca

Claresholm Local Press

Clinton News Record

Cochrane Times

Cold Lake Sun

Consort Enterprise

Daily Herald-Tribune (Grande Prairie)

Daily Miner & News

Daily Observer (Pembroke)

Dawson Creek Daily News

Delhi News-Record

Didsbury Review

Drayton Valley Western Review

East Central Alberta Review

Eckville Echo

Edmonton Journal

Edmonton Sun

Edmonton Examiner

Edson Leader

Edson Weekly Anchor

Elliott Lake Standard

Fairview Post

Financial Post

Fort MacLeod Gazette

Fort McMurray Today

fortmcmurraytoday.com

Fort Saskatchewan Record

Fox Creek Times

Gananoque Reporter

Globe and Mail

Goderich Signal Star

Grande Cache Mountaineer

Grande Prairie Daily Herald-Tribune

Grey-Bruce This Week

Guelph Mercury

Hamilton Spectator

Hanna Herald

Hanover Post

High River Times

Hinton Parklander

Innisfail Province

Innisfail Examiner

Intelligencer

Interlake Today

Kenora Daily Miner and News

Kincardine News

Kings County Record

Kingston Whig-Standard

Lacombe Globe

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<sup>2</sup> Media outlets which ran  
Fraser Institute commentaries



Iacombeglobe.com	Ontario Farmer	Slave Lake Lakeside Leader
Lakeshore News	Orillia Packet	Slave Lake Scope
Lakeshore Advance	Ottawa Citizen	Smiths Falls Emc - Part Of The Performance C Companies
LaSalle Post	Ottawa Sun	Spruce Grove Examiner
Regina Leader-Post	Owen Sound Sun Times	St. Albert Gazette
Leduc - Wetaskiwin Pipestone Flyer	Peace Country Sun	St. Catharines Standard
Ledur Representative	Pembina Today	St. Paul Journal
London Free Press	Penticton Herald	St. Thomas Times-Journal
LuckNow Sentinel	Peterborough Examiner	Cornwall Standard Freeholder
Mackenzie Times	Petrolia Topic	Stettler Independent
Macleans	Pincher Creek Echo	Stony Plain Reporter
Mayerthorpe Freelancer	Ponoka News	Stratford Beacon-Herald
Medicine Hat News	Portage Daily Graphic	Starthmore Standard
Melfort Journal	Provost News	Strathroy Age Dispatch
Meridian Booster	Peace River Record Gazette	Sudbury Star
MidNorth Monitor	Publication	Sunday Phoenix (Saskatoon)
Miramichi Leader	Red Deer Express	Sunday Post (Regina)
Michell Advocate	Republic of Mining	Sundre Round Up
Montreal Gazette	Rimbey Review	Sylvan Lake News
Mountain View Gazette	Rocky Mountain House Mountaineer	Telegraph-Journal
Nanton News	Sarnia Observer	The Barrie Examiner
Napanee Guide	Sarnia This Week	The Belleville Intelligencer
National Post	Sault Ste. Marie This Week	The Brantford Expositor
New Brunswick Telegraph-Journal	Sault Star	The Brockville Recorder & Times
Niagara Falls Review	Seaforth Huron Expositor	The Calgary Sun
Nipawin Journal	Sedgewick Community Press	The Chatham Daily News
North Bay Nugget	Sherwood Park News	The Chronicle Journal
Northeast Sun	Shoreline Beacon	The Collingwood Enterprise-Bulletin
Northumberland Today.com	Shoreline Week - Riverside	The Cornwall Standard-Freeholder
Okanagan Saturday	Shoreline Week - Tecumseh	The Daily Courier (Kelowna)
Okanagan Sunday	Shoreline Week (Riverside)	The Daily Gleaner
Okanagan Weekend	Shoreline Week (Tecumseh)	The Daily Gleaner (Fredericton)
Okotoks Western Wheel	shorelinebeacon.com	The Daily News (Nanaimo)
Olds Albertan	Simcoe Reformer	

The Delta Optimist	The Windsor Star	Westside Weekly
The Edmonton Sun	The Winnipeg Sun	Wetaskiwin Times
The Globe and Mail	Barrie Examiner	Whitecourt Press
The Guelph Mercury	West Elgin Chronicle	Whitecourt Start
The Hamilton Spectator	Crag and Canyon	Warton Echo
The Kingston Whig-Standard	The Daily Observer	Windsor Star
The Kirkland Lake Northern News	Enterprise Bulletin	Winkler Times
The Leader-Post (Regina)	Vancouver Province	Winnipeg Free Press
The Lethbridge Herald	Saskatoon Star Phoenix	Winnipeg Sun
The London Free Press	Thompson Citizen	Woodstock Sentinel-Review
The Morden Times	Tilbury Times	WORLD REPORT
The Niagara Falls Review	Tillsonburg News	www.castanet.net
The North Bay Nugget	Times & Transcript	ThunderBay Chronicle Journal
The Orillia Packet and Times	Times & Transcript (Moncton)	Hamilton News
The Ottawa Citizen	Times Colonist (Victoria)	June Warren Energy
The Ottawa Sun	Times-Journal (St.Thomas)	Red Deer Advocate
The Outlook	Timmins Press	The Afro News
The Owen Sound Sun Times	Timmins Times	Yorkton News Review
The Pembroke Observer	Tofield Mercury	
The Peterborough Examiner	Toronto Star	
The Province	Toronto Sun	
The Record (New Westminster)	Town & Country News	
The Record (Sherbrooke)	Trail Daily Times	
The Sarnia Observer	Trentonian	
The Sault Star	Vancouver Courier	
The St. Catharines Standard	Vancouver Sun	
The StarPhoenix (Saskatoon)	Vegreville Observer	
The Sudbury Star	Vermillion Standard	
The Timmins Daily Press	Victoria Star	
The Toronto Sun	Vulcan Advocate	
The Tribune	Wabasca Fever	
The Tribune (Campbellton)	Wallacebourg Courier Press	
The Welland Tribune	Waterloo Region Record	
The Whitehorse Daily Star	Welland Tribune	

# 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

