



Editorial content provider

*Media Kit*  
*2019*

# Our approach

Troy Media's Information Distribution Eco-System, through its growing network of Affiliate, Associate and Partner websites and through its close relationships with media outlets across Canada, maximizes our clients' positive coverage and allows them to share their insights and influence readers and decision-makers across Canada.

# Our distribution network

Troy Media eco-system:

- Click [here](#) to download a copy of some of the media outlets from across Canada which use our editorial content weekly.
- Click [here](#) to read some of our testimonials.
- Click [here](#) to read what some of media subscribers say about us

# How it works

Every commentary and all partner content is edited by one of Troy Media's experience editors.

The content is then posted on our own network of news sites and distributed daily to our media network subscribers through our proprietary media distribution channels.

# Our success – Print/online

**Troy Media edited and distributed content ran over 5,000 times across Canada in 2018**

Volume trend (overall) (News)



Volume trend (overall) (Social)

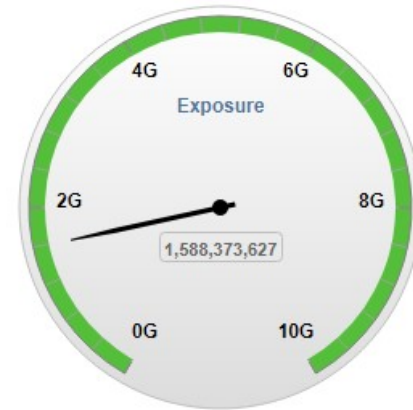


# Our success – Our reach

Exposure/circulation/reach (News)



Exposure/circulation/reach (Social)



# Our success – Ad value

Ad value (total) (News)

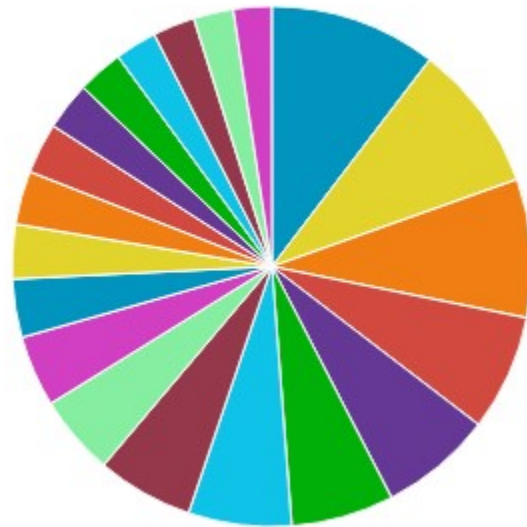


Ad value is a dollar figure that attempts to quantify the cost of purchasing an advertisement with similar dimensions or parameters as the article, result or clip in question.

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.

# Top influencers

Top influencers (News)



- Times & Transcript
  - Trail Daily Times
  - Winnipeg Free Press
  - The Whitehorse Daily Star
  - National Post
  - Telegraph-Journal
  - North Bay Nugget
  - thespec.com
  - The Daily Gleaner
  - Prince George Citizen
  - The Province
  - Waterloo Region Record
  - The Hamilton Spectator
  - Brandon Sun
  - Calgary Sun
  - Edmonton Sun
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# Our media subscribers

**5800+**



Journalists

**1600+**



Media outlets

## By self-identified provincial interest

BC	AB	SK	MB	ON	QC	NB	PEI	NS	NL	North
602	591	234	164	806	178	98	64	109	199	26

# Email campaign stats

## Last 25 campaigns

**32.2%**



Open rate

**18.1%**



Click through rate

**85%**



Desktop

**15%**



Mobile