



# CANADA'S THOUGHT LEADERS

## Case Study

### ATLANTIC INSTITUTE FOR MARKET STUDIES

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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.

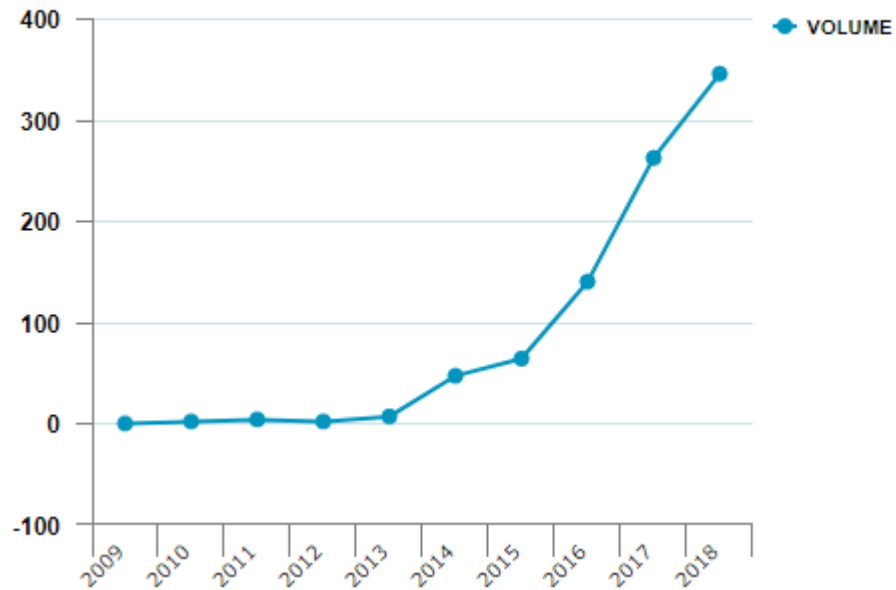
All commentaries are also posted on [Troy Media Marketplace](#), the one-stop shopping site for harried editors looking for content. Posting articles on Troy Media Marketplace ensures the commentaries enjoy a longer lifespan and therefore broader readership.

# The results

Our success is obvious:

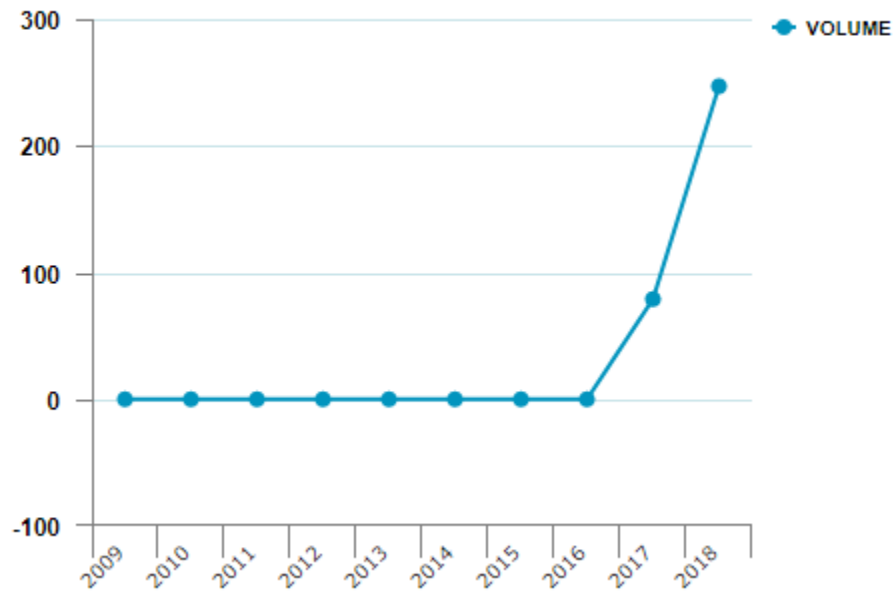
## Media penetration trendline

Volume trend (overall) (News)



1

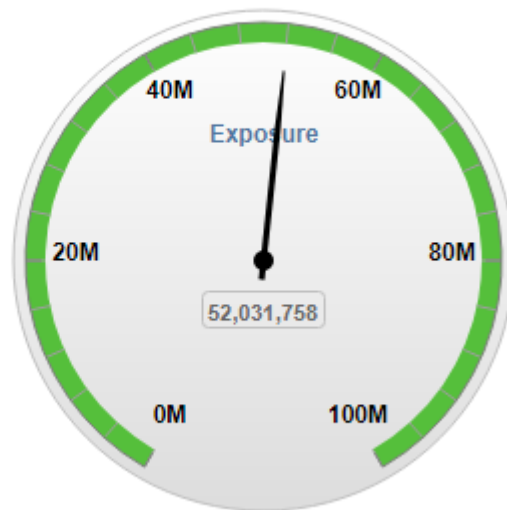
Volume trend (overall) (Social)



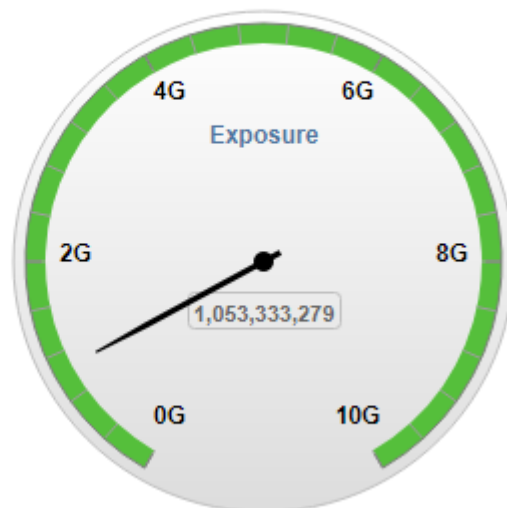
<sup>1</sup> Charts courtesy Infomart

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.

#### Exposure/circulation/reach (News)



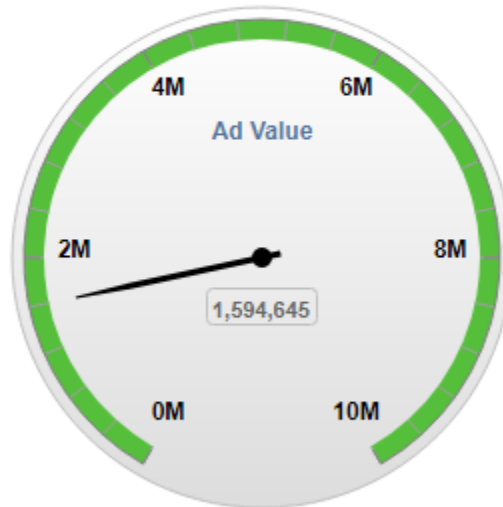
#### Exposure/circulation/reach (Social)



#### Cost Per Thousand (CPM)

Circulation/Reach	1,106,365,037
Yearly Cost	\$11,628.00
<b>CPM</b>	<b>0.02</b>

### 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 Influencers<sup>2</sup>

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

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<sup>2</sup> 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.



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