



# CANADA'S THOUGHT LEADERS

## Case study

### CARDUS

185 Young St  
Hamilton, ON  
L8N 1V9  
204-786-9874



10630 51 Ave. Edmonton, AB, T6H 0L1 780.761.1256

[troymediadigitalsolutions.com/](http://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  
[pstockland@cardus.ca](mailto:pstockland@cardus.ca)

# 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.

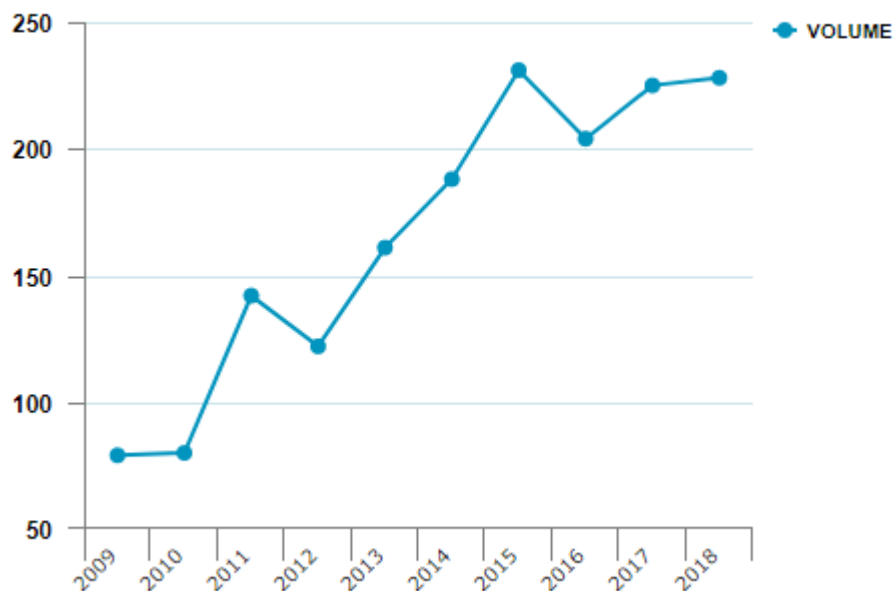
# Our solution

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

Volume trend (overall) (News)



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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.

<sup>1</sup> Charts courtesy Infomart

### Exposure/circulation/reach (News)



### Exposure/circulation/reach (Social)



### Cost Per Thousand (CPM)

Circulation/Reach	308,066,317
Yearly Cost	\$11,628.00
<b>CPM</b>	<b>0.30</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 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.

# Cardus<sup>2</sup>

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

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<sup>2</sup> 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.

