



CANADA'S THOUGHT LEADERS

Case Study

EVIDENCENETWORK.CA

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troymediadigitalsolutions.com/

EvidenceNetwork.ca creates original media content on public policy topics for publication in the mainstream media and links journalists with policy experts to provide access to non-partisan, evidence-based information.

EvidenceNetwork.ca saw reach grow

“Troy Media has done a great job helping EvidenceNetwork.ca find a broad audience, getting our experts’ op-eds in print in multiple publications. Increasingly, with Troy Media’s help, the experts are being asked to do interviews with radio and TV outlets across the country. Certainly, our Network has had more reach and impact because of Troy Media’s services.”

Contact:

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The Challenge

EvidenceNetwork.ca, an initiative of the University of Winnipeg, is made up of more than 80 academics and researchers from across Canada and around the world who are top of their field and employ quality evidence to build policy solutions.

EvidenceNetwork.ca contacted Troy Media because it needed help editing commentaries written by academics into a form suitable for a general readership and to reach the largest audience possible. Its aim was to become a trusted and reliable source of evidenced-based commentaries for the media.

Our Solution

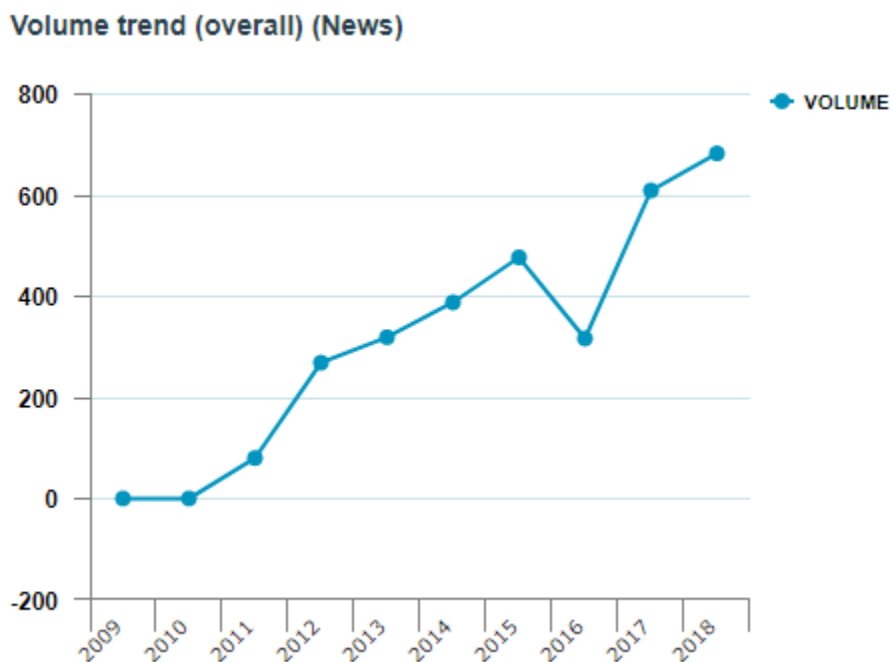
Our team of experienced editors edit each EvidenceNetwork.ca commentary into easy-to-understand language. We work closely with EvidenceNetwork.ca and its contributors to ensure the essence of their submissions is preserved.

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

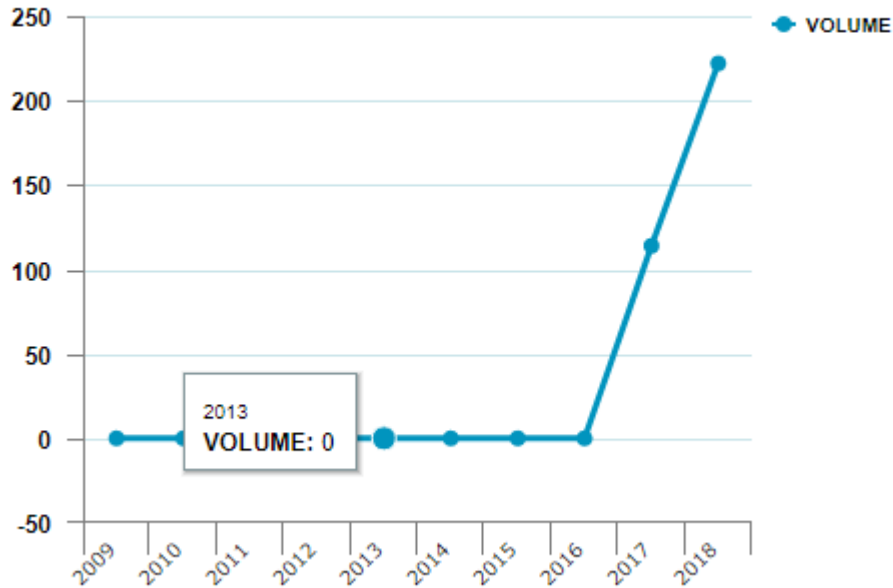
All commentaries were also posted on [Troy Media Marketplace](#), the one-stop shopping site for harried editors looking for content. Posting articles on Troy Media Marketplace ensures the commentaries enjoy a longer lifespan and therefore broader readership.

The Results

Our success is obvious:



Volume trend (overall) (Social)



1

EvidenceNetwork.ca joined us in 2010 and is on track to match or surpass its 2017 success in 2018.

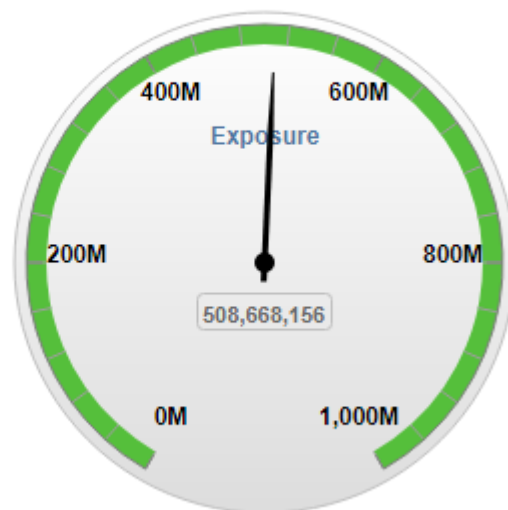
(N.B. Readership temporarily dropped in 2016 because EvidenceNetwork had a turnover in academic contributors.)

¹ Charts courtesy Infomart

Exposure/circulation/reach (News)



Exposure/circulation/reach (Social)



Cost Per Thousand (CPM)

Circulation/Reach	773,932,568
Yearly Cost	\$11,628.00
CPM	0.12

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.

Evidence Network Influencers²

Alaska Highway News
Almaguin News
Ashcroft Cache Creek Journal
Barriere Star Journal
Bashaw Star
Bathurst Northern Light
Battlefords News Optimist
Battlefords Regional Optimist
Beaverlodge & District News
Beaverlodge West County News & Advertiser
Brandon Sun
Brantford Expositor
Brooks Bulletin
Brooks Weekend Regional
Bugle-Observer
Business In Vancouver
Calgary Herald
Calgary Herald Blogs
Carstairs Courier
Castor Advance
CBC.CA News
Central Plains Herald-Leader
Chetwynd Echo
Chilliwack Times
ckpgtoday.ca
Clearwater Times
Clinton News-Record
Cornwall Standard Freeholder
Daily Observer (Pembroke)
Didsbury Review
Eckville Echo
Edmonton Journal
edmontonjournal.com
EIU Viewswire

Estevan Mercury
Fort Chipewyan/Fort Smith Slave River Journal
Fort MacLeod Gazette
Fox Creek Times
Globe and Mail
globeandmail.com
Grande Cache Mountaineer
Guelph Mercury
Hamilton Spectator
Innisfail Province
Kings County Record
Kingston Whig-Standard
Kingsville Reporter
Lakeshore News
LaSalle Post
leaderpost.com
Lethbridge Herald
Lethbridge Sun Times
London Free Press
lookgoodoptions.blogspot.ca
Medicine Hat News
Miramichi Leader
Montreal Gazette
montrealgazette.com
Mountain View Gazette
National Post
National Post | Full Comment
New Brunswick Telegraph-Journal
Niagara Falls Review
North Bay Nugget
Northern Daily News (Kirkland Lake)
Northumberland Today.com
Okanagan Saturday
Okanagan Sunday
Okotoks Western Wheel
Olds Albertan
Orillia Packet & Times
Ottawa Citizen
Owen Sound Sun Times
Penticton Herald
Peterborough Examiner
Ponoka News

Portage La Prairie
Postmedia News
POWER & POLITICS
Prairie Post
Prince George Citizen
Publication
Red Deer Advocate
Red Deer Express
Rimbey Review
Sarnia Observer
Sault Ste. Marie This Week
Sedgewick Community Press
Shoreline Week - Riverside
Shoreline Week - Tecumseh
Shoreline Week (Riverside)
Shoreline Week (Tecumseh)
Simcoe Reformer
Slave Lake Lakeside Leader
Slave Lake Scope
Spruce Grove Examiner
St. Albert Gazette
St. Catharines Standard
Star Touch
Stettler Independent
Stony Plain Reporter
Stratford Beacon-Herald
Sudbury Star
Sundre Round Up
Sylvan Lake News
Targeted News Service
Telegraph-Journal
The Barrie Examiner
The Belleville Intelligencer
The Brockville Recorder & Times
The Chatham Daily News
The Chronicle Journal
The Daily Courier (Kelowna)
The Daily Gleaner
The Daily Gleaner (Fredericton)
The Edmonton Sun
The Globe and Mail
The Hamilton Spectator

² Media outlets which ran EvidenceNetwork commentaries



The Kingston Whig-Standard
 The Leader-Post (Regina)
 The Lethbridge Herald
 The Morden Times
 The Niagara Falls Review
 The North Bay Nugget
 The Northern Light
 The Northern Light (Bathurst)
 The Outlook
 The Owen Sound Sun Times
 The Paris Star
 The Pembroke Observer
 The Province
 The Record (Sherbrooke)
 The Sault Star
 The St. Catharines Standard
 The StarPhoenix (Saskatoon)
 The Sudbury Star
 The Telegram (St. John's)
 The Thunder Bay Chronicle-Journal
 The Timmins Daily Press
 The Tribune
 The Tribune (Campbellton)
 The Valley Leader
 The Welland Tribune
 The Whitehorse Daily Star
 The Winnipeg Sun
 TheRecord.com
 thestarphoenix.com
 Thompson Citizen
 Time Colonist
 Times & Transcript
 Times & Transcript (Moncton)
 Times Colonist (Victoria)
 Times-Journal (St.Thomas)
 Tofield Mercury
 Toronto Star
 Town & Country News
 Trail Daily Times
 Vancouver Province
 Vancouver Sun
 Victoria Star
 Wabasca Fever
 Waterloo Region Record
 Welland Tribune
 Windsor Star
 Winkler Times
 Winnipeg Free Press
 Winnipeg Sun
 Woodstock Sentinel-Review
 wrinkleinjections.blogspot.ca
 www.canadianchiropractor.ca
 www.longwoods.com
 www.vapingpost.com
 www.winnipegfreepress.com
 Yorkton News Review
 Yorkton This Week
 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.



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