



CANADA'S THOUGHT LEADERS

Case Study

FRONTIER CENTRE FOR PUBLIC POLICY

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The Frontier Centre for Public Policy (FCPP) is an independent Canadian public policy think tank. Its research aims to analyze current affairs and public policies and develop effective and meaningful ideas for good governance and reform.

FCPP experienced marked increase in influence

"As the VP of Research for Frontier Centre of Public Policy, I have monitored the marked increase in pickup – and influence – both in print and on a wide range of websites. Troy Media offers great value at a great price for its services."

Contact:

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Director of Research
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The Challenge

The Frontier Centre for Public Policy holds strong, forcefully argued positions on many public policy issues – so strong that mainstream media sometimes declined to publish those views.

Our Solution

Troy Media toned down the inflammatory language in the commentaries, editing them to acceptable media standards and the essentials of their arguments.

We continued to act as gatekeeper for Frontier commentaries, avoiding intemperate language and factual inaccuracies. This enabled the Frontier Centre to establish a reputation as a respected purveyor of right-of-centre perspectives.

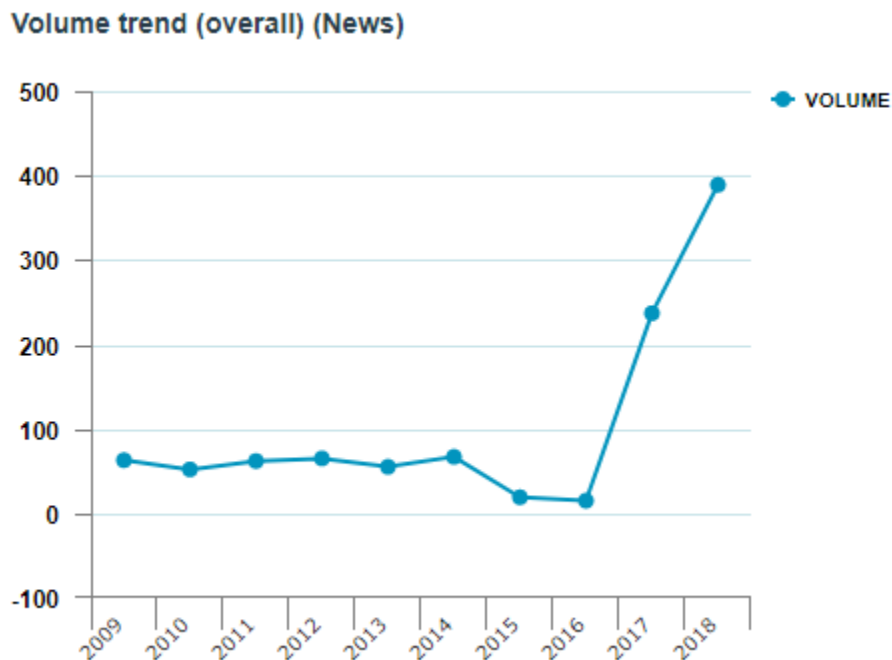
All commentaries are then distributed through our proprietary media distribution network of over 1800 media outlets (print, broadcast, online).

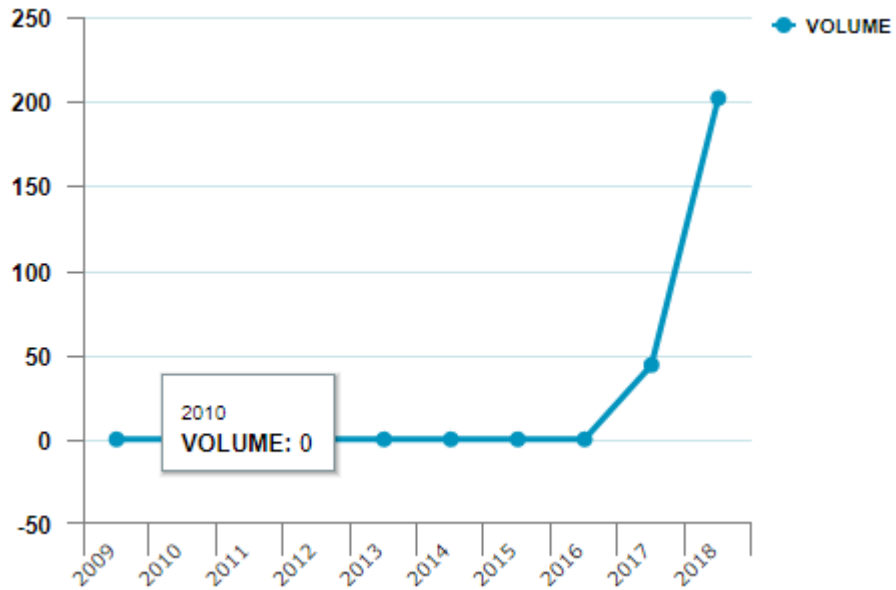
All commentaries are also posted on [Troy Media Marketplace](#), the one-stop shopping site for harried editors looking for content. Posting articles on Troy Media Marketplace ensures the commentaries enjoy a longer lifespan and therefore broader readership.

The Results

Our success is obvious:

Media penetration trendline





1

Since it began using Troy Media services in 2016, FCPP has achieved a rise in media hits, trust and credibility. FCPP is especially popular with Troy Media's community news media subscribers, and is making inroads with mid- and large-market outlets.

¹ Charts courtesy Infomart

Exposure/circulation/reach (News)



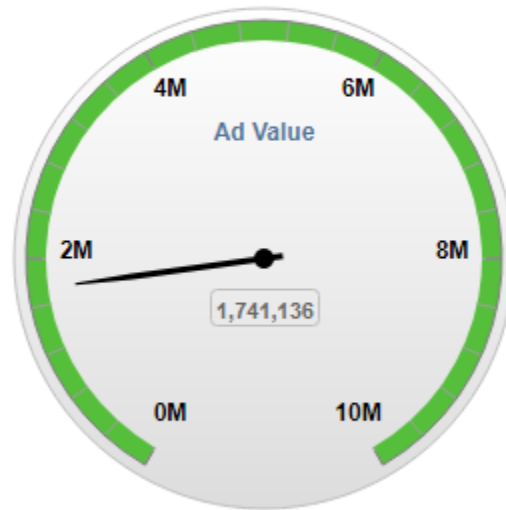
Exposure/circulation/reach (Social)



Cost Per Thousand (CPM)

Circulation/Reach	261,650,825
Yearly Cost	\$11,628.00
CPM	0.13

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.

F CPP Influencers²

Airdrie City View
Barriere Star Journal
Bashaw Star
Battlefords News Optimist
Battlefords Regional Optimist
Beaverlodge & District News
Beaverlodge Advertiser
Bonnyville Nouvelle
Brandon Sun
Brantford Expositor
Brockville Recorder and Times
Brooks Bulletin
Brooks Weekend Regional
Business In Vancouver
Calgary Herald
Calgary Herald Blogs
Calgary Sun
Carstairs Courier
CBC.CA News
Chatham This Week
ckpgtoday.ca
Claresholm Local Press
Clearwater Times
Coaldale Sunny South News
Cold Lake Sun
Cornwall Standard Freeholder
Daily Herald-Tribune (Grande Prairie)
Daily Observer (Pembroke)
Drayton Valley Western Review
East Central Alberta Review
Eckville Echo
Edmonton Journal
Edmonton Sun
Estevan Mercury
Financial Post
Fort Chipewyan/Fort Smith Slave River
Journal
Fox Creek Times

Globe and Mail
Grande Cache Mountaineer
Innisfail Province
Kings County Record
Kingston Whig-Standard
Lakeshore News
LaSalle Post
Regina Leader Post
Leduc - Wetaskiwin Pipestone Flyer
London Free Press
Epoch Times
Macleans
Medicine Hat News
Miramichi Leader
Montreal Gazette
Morinville Free Press
Mountain View Gazette
National Post
New Brunswick Telegraph-Journal
North Bay Nugget
Northeast Sun
Okanagan Sunday
Olds Albertan
Ontario Farmer
Ottawa Sun
Owen Sound Sun Times
Penticton Herald
Portage La Prairie
Prince George Citizen
Provost News
Publication
Red Deer Express
republicofmining.com
Republic of Mining
Sarnia This Week
Sault Ste. Marie This Week
Simcoe Reformer
Slave Lake Lakeside Leader
Slave Lake Scope
St. Albert Gazette
Sudbury Star
Sundre Round Up
Sylvan Lake News

Telegraph-Journal
The Calgary Sun
The Chatham Daily 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 Guelph Mercury
The Hamilton Spectator
The Leader-Post (Regina)
The Lethbridge Herald
The Morden Times
The Outlook
The Pembroke Observer
The Province
The StarPhoenix (Saskatoon)
The Sudbury Star
The Telegram (St. John's)
The Toronto Sun
The Tribune
The Tribune (Campbellton)
The Valley Leader
The Whitehorse Daily Star
The Winkler Times
The Winnipeg Sun
Vancouver Province
TheRecord.com
Hamilton Spectator
Saskatoon Star Phoenix
Thompson Citizen
Times & Transcript
Times & Transcript (Moncton)
Times Colonist (Victoria)
Timmins The Daily Press
Timmins Times
Today's Farmer
Toronto Sun
Town & Country News
Trail Daily Times
Vancouver Sun
vancouver.sun.com

² Media outlets which ran F CPP commentaries



Vegreville Observer
Victoria Star
Wabasca Fever
Waterloo Region Record
Westman Journal
Westside Weekly
Whitecourt Press
Winkler Times
Winnipeg Free Press
Winnipeg Sun
4 Traders
BC Local News
www.castanet.net
June Warren Energy
Red Deer Advocate
Yorkton News Review
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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