



CANADA'S THOUGHT LEADERS

Case study

The Fraser Institute

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The Fraser Institute is the most widely read and influential think tank in Canada for the 10th straight year and ranks in the top 25 among think tanks worldwide.

Its mission is to improve the quality of life for Canadians, their families and future generations by studying, measuring and broadly communicating the effects of government policies, entrepreneurship and choices on their well-being.

Fraser Institute sees big impact, great value

“Troy Media has been a highly effective communications channel for the Fraser Institute over the last decade. By distributing op-eds through Troy’s proprietary media channels, we have seen a marked increase in pickup in print and online. Troy Media offers great value for its services.”

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The challenge

The Fraser Institute was already a highly recognized think tank with a good track record of placing their commentaries in major media markets across Canada when it approached us. However, it had been unable to crack the mid- and small-media markets, one of Troy Media's strengths.

Our solution

Copy-and-paste ready commentaries

Fraser Institute commentaries are edited to Canadian Press standards, to optimize their opportunities of being picked for publication by overworked editors.

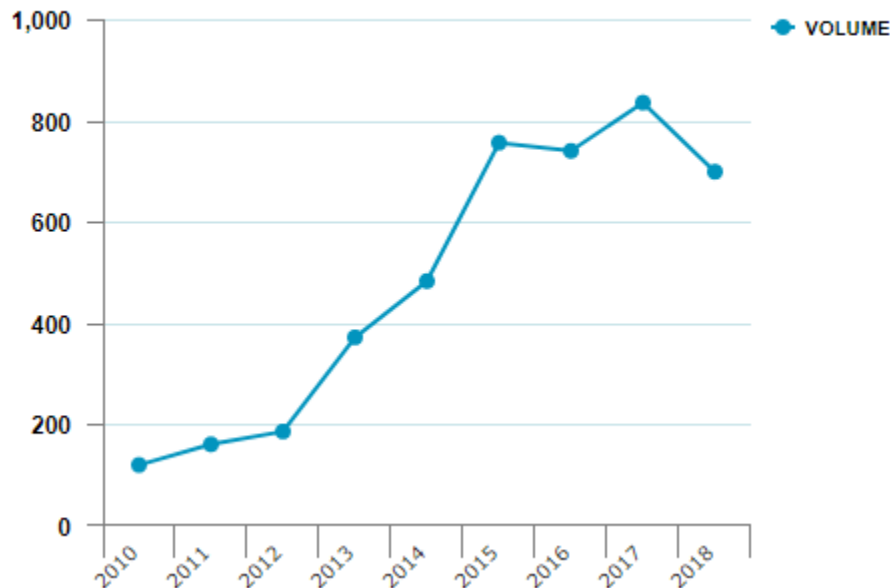
Commentaries are then distributed through our proprietary media distribution network of more than 1,800 media outlets (print, broadcast, online).

The commentaries are 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.

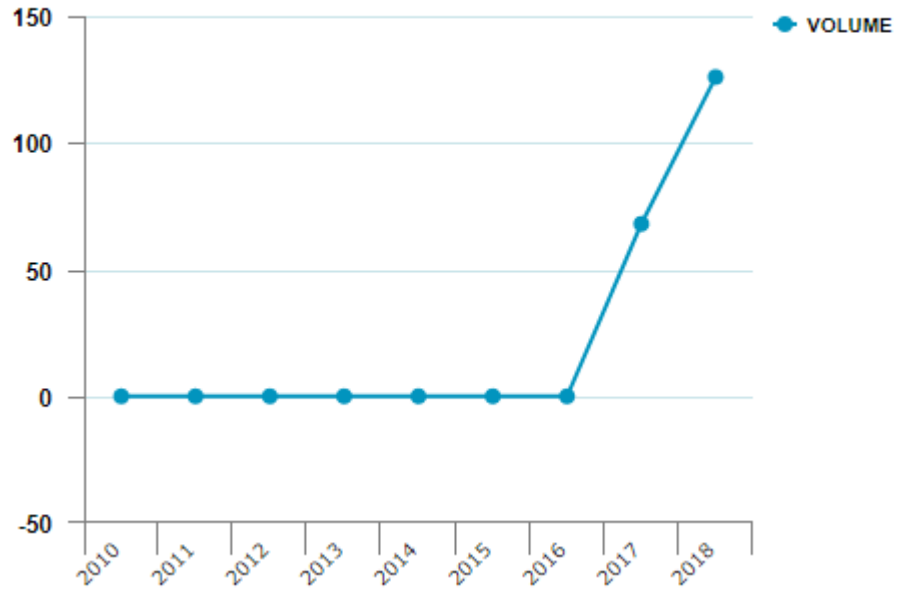
The results are in

Media penetration trendline

Volume trend (overall) (News)



Volume trend (overall) (Social)



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The Fraser Institute began using Troy Media on a trial basis in 2009, and then began sending us all of its commentaries in 2012.

¹ Charts courtesy Infomart

The dramatic increase in media penetration Troy Media was able to achieve has led to a marked increase in news and social exposure for the Fraser Institute across Canada.

Exposure/circulation/reach

Exposure/circulation/reach (News)



Exposure/circulation/reach (Social)



Cost Per Thousand (CPM)

| | |
|-------------------|-------------|
| Circulation/Reach | 499,112,807 |
| Yearly Cost | \$11,628.00 |
| CPM | 0.14 |

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.

Fraser Institute Influencers²

100 Mile House Free Press
24 Hours Toronto

24 Hours Vancouver

Airdrie City View

Airdrie Echo

Alaska Highway News

Almaguin News

Bashaw Star

Battlefords News Optimist

Battlefords Regional Optimist

Battlefords The Regional Optimist

Beaverlodge & District News

Beaverlodge West County News

Beaverlodge West County News & Advertiser

BOE Report

Bow Island Commentator

Bradford Times

Brandon Sun

Brantford Expositor

brantfordexpositor.ca

Brockville Recorder and Times

Brooks Bulletin

Brooks Weekend Regional

Bugle-Observer

Burnaby Now

Business In Vancouver

Business Examiner

Calgary Herald

Calgary Sun

Camrose Canadian

camrosecanadian.com

Canadian Press

Canadian Investor

Cardston Temple City Star

Carstairs Courier

Castor Advance

Central Plains Herald-Leader

Chatham Daily News

Chatham This Week

Chetwynd Echo

Chilliwack Times

ckpgtoday.ca

Claresholm Local Press

Clinton News Record

Cochrane Times

Cold Lake Sun

Consort Enterprise

Daily Herald-Tribune (Grande Prairie)

Daily Miner & News

Daily Observer (Pembroke)

Dawson Creek Daily News

Delhi News-Record

Didsbury Review

Drayton Valley Western Review

East Central Alberta Review

Eckville Echo

Edmonton Journal

Edmonton Sun

Edmonton Examiner

Edson Leader

Edson Weekly Anchor

Elliott Lake Standard

Fairview Post

Financial Post

Fort MacLeod Gazette

Fort McMurray Today

fortmcmurraytoday.com

Fort Saskatchewan Record

Fox Creek Times

Gananoque Reporter

Globe and Mail

Goderich Signal Star

Grande Cache Mountaineer

Grande Prairie Daily Herald-Tribune

Grey-Bruce This Week

Guelph Mercury

Hamilton Spectator

Hanna Herald

Hanover Post

High River Times

Hinton Parklander

Innisfail Province

Innisfail Examiner

Intelligencer

Interlake Today

Kenora Daily Miner and News

Kincardine News

Kings County Record

Kingston Whig-Standard

Lacombe Globe

² Media outlets which ran
Fraser Institute commentaries



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|------------------------------------|----------------------------------|--|
| Iacombeglobe.com | Ontario Farmer | Slave Lake Lakeside Leader |
| Lakeshore News | Orillia Packet | Slave Lake Scope |
| Lakeshore Advance | Ottawa Citizen | Smiths Falls Emc - Part Of The Performance Companies |
| LaSalle Post | Ottawa Sun | Spruce Grove Examiner |
| Regina Leader-Post | Owen Sound Sun Times | St. Albert Gazette |
| Leduc - Wetaskiwin Pipestone Flyer | Peace Country Sun | St. Catharines Standard |
| Ledur Representative | Pembina Today | St. Paul Journal |
| London Free Press | Penticton Herald | St. Thomas Times-Journal |
| LuckNow Sentinel | Peterborough Examiner | Cornwall Standard Freeholder |
| Mackenzie Times | Petrolia Topic | Stettler Independent |
| Macleans | Pincher Creek Echo | Stony Plain Reporter |
| Mayerthorpe Freelancer | Ponoka News | Stratford Beacon-Herald |
| Medicine Hat News | Portage Daily Graphic | Starthmore Standard |
| Melfort Journal | Provost News | Strathroy Age Dispatch |
| Meridian Booster | Peace River Record Gazette | Sudbury Star |
| MidNorth Monitor | Publication | Sunday Phoenix (Saskatoon) |
| Miramichi Leader | Red Deer Express | Sunday Post (Regina) |
| Michell Advocate | Republic of Mining | Sundre Round Up |
| Montreal Gazette | Rimbey Review | Sylvan Lake News |
| Mountain View Gazette | Rocky Mountain House Mountaineer | Telegraph-Journal |
| Nanton News | Sarnia Observer | The Barrie Examiner |
| Napanee Guide | Sarnia This Week | The Belleville Intelligencer |
| National Post | Sault Ste. Marie This Week | The Brantford Expositor |
| New Brunswick Telegraph-Journal | Sault Star | The Brockville Recorder & Times |
| Niagara Falls Review | Seaforth Huron Expositor | The Calgary Sun |
| Nipawin Journal | Sedgewick Community Press | The Chatham Daily News |
| North Bay Nugget | Sherwood Park News | The Chronicle Journal |
| Northeast Sun | Shoreline Beacon | The Collingwood Enterprise-Bulletin |
| Northumberland Today.com | Shoreline Week - Riverside | The Cornwall Standard-Freeholder |
| Okanagan Saturday | Shoreline Week - Tecumseh | The Daily Courier (Kelowna) |
| Okanagan Sunday | Shoreline Week (Riverside) | The Daily Gleaner |
| Okanagan Weekend | Shoreline Week (Tecumseh) | The Daily Gleaner (Fredericton) |
| Okotoks Western Wheel | shorelinebeacon.com | The Daily News (Nanaimo) |
| Olds Albertan | Simcoe Reformer | |

| | | |
|---------------------------------|------------------------------|--|
| The Delta Optimist | The Windsor Star | Westside Weekly |
| The Edmonton Sun | The Winnipeg Sun | Wetaskiwin Times |
| The Globe and Mail | Barrie Examiner | Whitecourt Press |
| The Guelph Mercury | West Elgin Chronicle | Whitecourt Start |
| The Hamilton Spectator | Crag and Canyon | Warton Echo |
| The Kingston Whig-Standard | The Daily Observer | Windsor Star |
| The Kirkland Lake Northern News | Enterprise Bulletin | Winkler Times |
| The Leader-Post (Regina) | Vancouver Province | Winnipeg Free Press |
| The Lethbridge Herald | Saskatoon Star Phoenix | Winnipeg Sun |
| The London Free Press | Thompson Citizen | Woodstock Sentinel-Review |
| The Morden Times | Tilbury Times | WORLD REPORT |
| The Niagara Falls Review | Tillsonburg News | www.castanet.net |
| The North Bay Nugget | Times & Transcript | ThunderBay Chronicle Journal |
| The Orillia Packet and Times | Times & Transcript (Moncton) | Hamilton News |
| The Ottawa Citizen | Times Colonist (Victoria) | June Warren Energy |
| The Ottawa Sun | Times-Journal (St.Thomas) | Red Deer Advocate |
| The Outlook | Timmins Press | The Afro News |
| The Owen Sound Sun Times | Timmins Times | Yorkton News Review |
| The Pembroke Observer | Tofield Mercury | |
| The Peterborough Examiner | Toronto Star | |
| The Province | Toronto Sun | |
| The Record (New Westminster) | Town & Country News | |
| The Record (Sherbrooke) | Trail Daily Times | |
| The Sarnia Observer | Trentonian | |
| The Sault Star | Vancouver Courier | |
| The St. Catharines Standard | Vancouver Sun | |
| The StarPhoenix (Saskatoon) | Vegreville Observer | |
| The Sudbury Star | Vermillion Standard | |
| The Timmins Daily Press | Victoria Star | |
| The Toronto Sun | Vulcan Advocate | |
| The Tribune | Wabasca Fever | |
| The Tribune (Campbellton) | Wallacebourg Courier Press | |
| The Welland Tribune | Waterloo Region Record | |
| The Whitehorse Daily Star | Welland Tribune | |

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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