



**HELPING YOU REACH OUR AUDIENCE IN BC, YUKON, & ALBERTA**





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## Welcome to Black Press Media!

Our company had its beginnings in 1975 when Black Press founder, David Black purchased the Williams Lake (BC) Tribune. Over the years, David and his colleagues acquired many other BC publications, expanding in 1996 to the Lower Mainland and Central Alberta markets. Currently there are 90 publications in Canada, most of which are weekly or twice weekly newspapers. Our growth through the 1990's and most of the 2000's saw significant expansion to the US where we operate in Washington state, Hawaii, Alaska and California.

Over the past ten years, Black Press Media has developed significant multi-platform digital editions and the growth in audience has been explosive during the past several years. Whereas our audience was once confined to a weekly or twice weekly print edition, we now have audiences who receive our unique brand of local news in a printed newspaper, on their desktop, laptop, mobile phone or tablet, in a high end community magazine or at a trade show event sponsored by Black Press Media.

We view ourselves as a hub of community information where our combined audiences are now larger than ever. We can target those audiences based on the data we collect and can serve it to any audience segment our clients request on these multiple platforms.

In a world where it is difficult to disseminate news that is factual, Black Press Media stands as a beacon of trust in local journalism. Our expert sales advisors can show you how your brand or business can benefit from advertising exposure to these large, local audiences. We are here, with you helping to make our local communities grow and prosper.

## PRINT PRODUCTS



### NEWSPRINT

The most trusted source of news & information that directly impacts local lives. Delivered to over 1.3 million homes weekly with a readership of well over 2.4 million.

### FALSE FRONT

Take over the front page of any Black Press newspaper.

### POST-IT NOTE

Premium front page placement draws extra attention to your campaign inside the paper.

### BANNERS

Premium front page placement hanging banners and bottom banners.

### WRAP

Hug the outside of any Black Press Media print edition with a 4 page wrap.

### CENTER SPREAD

Two full pages of premium placement in the center spread of the paper.

### MAGAZINE

From lifestyle to transportation and tourism, we take readers on a journey in every edition. Together with our own 85 titles, we custom publish magazines for leading brands including editorial, creative, printing and distribution.

# DIGITAL ADVERTISING



## DIGITAL DISPLAY

4.1 million monthly users engage with our websites. Build brand awareness on a safe trusted network optimized for mobile, tablet and desktop users. Your ads will be created using HTML5, the leading technology for display advertising.

## BRANDED CONTENT

Engage your audience with a brand narrative published as a breaking news story. Housed on our sites for 12 months, published through our trusted Facebook channel and boosted to a target audience.

## PROGRAMMATIC

Reach highly specific audiences targeted by location, demographics, behaviour, contextual, and much more. Delivered on brand safe sites and unlike any other provider we optimize campaigns weekly.

## MOBILE

More than 60% of our audience access our digital platforms through mobile. Mobile footers and interstitial ads offer prime positioning to showcase your brand.

## IMPRESS TV

Our exclusive Impress TV network gives you 40 custom-produced videos and exclusive exposure on one of our highly targeted 7 channels, plus massive exposure on social media and YouTube!

## VIDEO

Embedded and pre-roll video. A 15 to 30 second video that gets your brand in front of our digital audience.

# DISTRIBUTION



**FLYER**

Targeted distribution available by defined routes, zones or FSA.

**OUTSERT/TANDEM**

Flyers or magazines delivered **on top** of our newspapers directly to the door steps of our audience. Prime distribution with high visibility.

**PRODUCT SAMPLE**

Deliver small samples of your product for our readers to test along with a coupon to promote purchase. All samples are delivered either on top of the newspaper or hung on the door.

**DOOR HANGER**

An eye catching way to get your brand in front of our audience.

**COMMERCIAL PRINTING**

We can print almost any flyer, magazine and other promotional material: Black Press Media owns and operates 8 press facilities across Western Canada that can print in a wide variety of sizes.

## EXCLUSIVE TARGETED SOLUTIONS



- TODAY'S DRIVE** When it comes to selling cars, we know we have thousands of auto-intenders already in the market to buy. Our goal is to ensure we connect those buyers with your inventory and simply put, sell more cars and trucks.
- CAREER FAIRS** Join Black Press Education and Career Fairs in 12 locations across BC & Alberta. Position your job vacancies in front of local, educated active and passive job seekers.
- LOCALWORK.CA** A Black Press Media brand career website targeted to local job seekers with 250,000 monthly page views. Branded through over 180 digital and print platforms in British Columbia and Alberta on a weekly basis.
- SOCIAL MEDIA** Reach over 1 million viewers across our BC channels. Reach even more through boosts to our intended target audience. We also offer social media management and content curation to help boost your online presence.
- CONTESTING** Launch a contest with Black Press Media and the real winner will be you! Learn more about your clients, expand your email list, generate qualified leads, build brand awareness, and collect data.
- EMAIL BLASTS** To compete in today's market, a business must adapt, and the perfect compliment to your print campaign with Black Press Media is E-mail Marketing. E-mail Marketing is an efficient, cost-effective way to market any business. We will send permission-based e-mails by geography or specific demographics. The major benefit is we will reach a welcoming, engaged audience for your business.



# OUR AUDIENCE

## High quality local news sites

We have an extensive loyal readership across the web, print, and social platforms. Connect with the right consumers at the right time. This combined with an ever-growing audience will ensure your brand remains top of mind amongst residents across Western Canada.

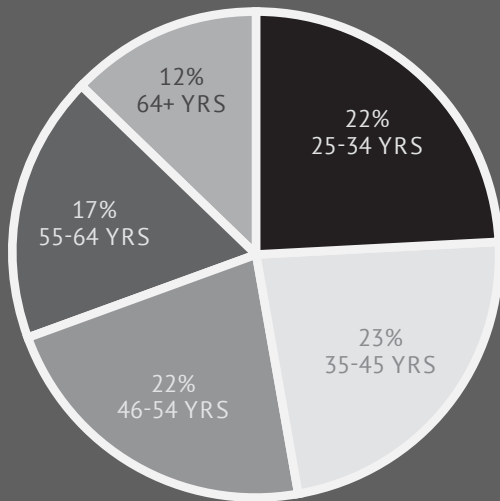
We tell stories that matter most to British Columbians any time, any place, any device. Bringing breaking news, in-depth coverage,

local news, emergency alerts, and national news through digital, print, social, and video.

On the ground where it matters most and engaging with millions of Canadians, Black Press Media employs 185 journalists. We strive to provide content that informs and interests all demographics.



### DIGITAL REACH & READERSHIP:

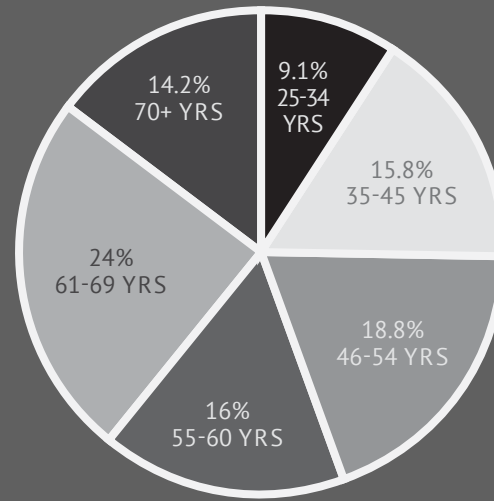


**4.8 MILLION MONTHLY UNIQUE**  
USERS ENGAGE WITH OUR WEBSITES

**FEMALE: 54%**  **MALE: 46%** 

Source: Google analytics, August 2019 - November 2019

### NEWSPRINT REACH & READERSHIP:

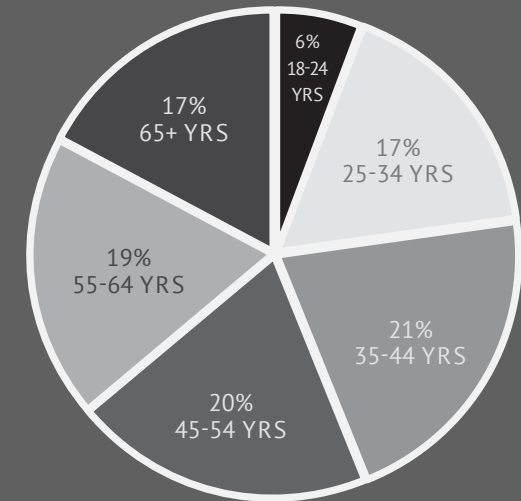


**2.4 MILLION**  
WEEKLY PRINT READERS

**FEMALE: 50%**  **MALE: 50%** 

Source: Pulse Research, 2019; News Media Canada 2018

### SOCIAL MEDIA FOLLOWING:



**1 MILLION**  
SOCIAL FOLLOWERS

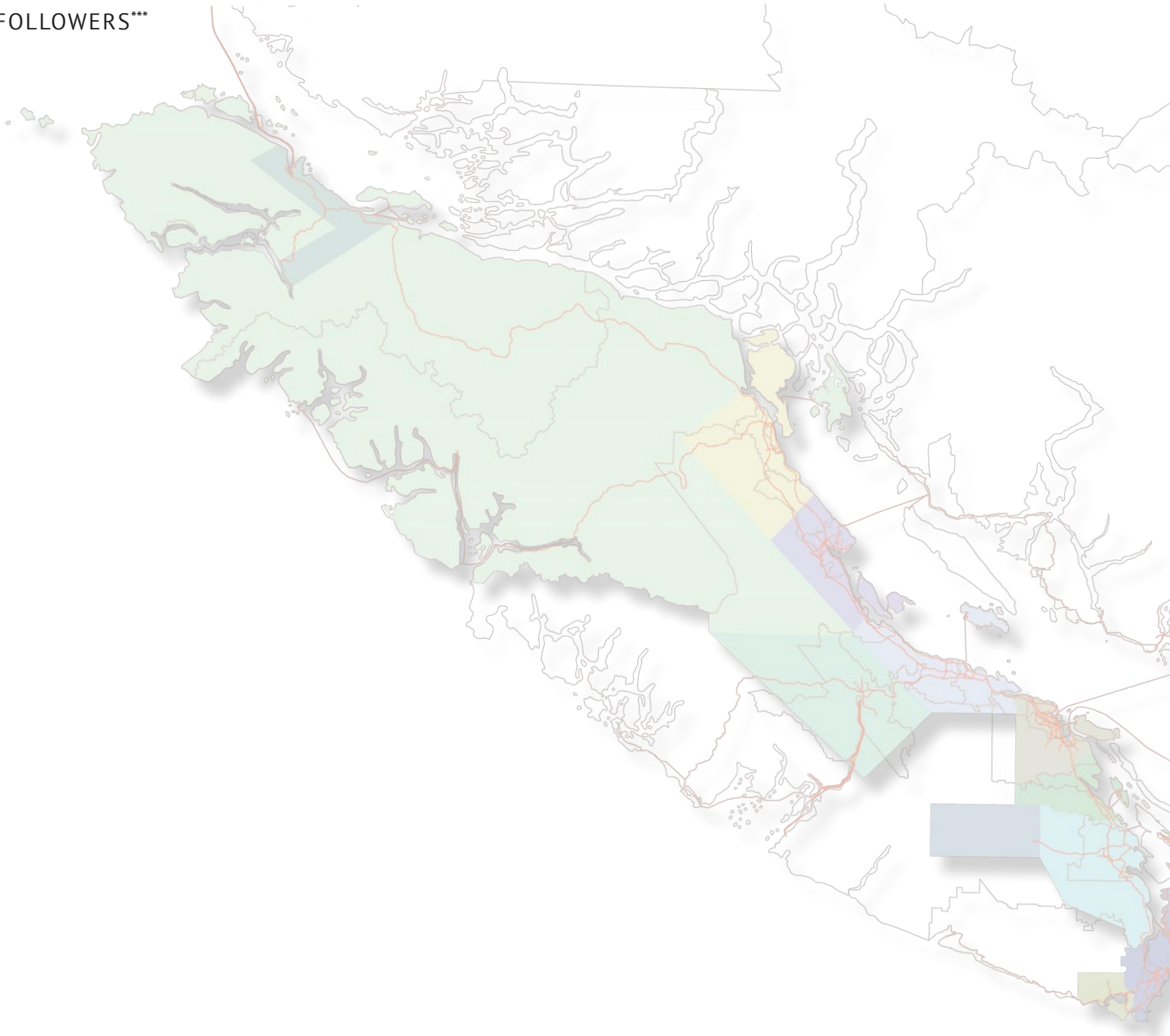
**FEMALE: 70%**  **MALE: 30%** 

Source: Facebook Business Manager November 2019



# WHERE WE REACH ON VANCOUVER ISLAND · 429,214 (PRINT CIRC) · 4,602,338 (PAGE VIEWS) · 226,007 (SOCIAL)

VANCOUVER ISLAND	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
<b>NORTH ISLAND</b>	<b>78,458</b>	<b>837,444</b>	<b>44,605</b>
Campbell River Mirror	17,134 (W/F)	362,568	20,336
Comox Valley Record	21,581 (T/Th)	428,507	19,293
North Island Gazette	1,028 (W)	46,369	4,976
<b>MID ISLAND CNTL</b>	<b>43,170</b>	<b>778,816</b>	<b>27,107</b>
Alberni Valley News	9,392 (W)	352,568	12,171
Parksville Qualicum News	16,492 (T/Th)	348,294	9,746
Tofino/Ucluelet Westerly News	794 (W)	77,954	5,190
<b>MID ISLAND SOUTH</b>	<b>113,605</b>	<b>1,292,180</b>	<b>30,021</b>
Cowichan Valley Citizen	21,195 (W/F)	295,996	13,844
Chemainus Valley Courier	3,663 (Th)	27,184	1,807
Ladysmith Chronicle	4,187 (Th)	75,493	5,976
Lake Cowichan Gazette	381 (W)	35,127	3,418
Nanaimo News Bulletin	31,492 (T/Th)	858,380	4,976
<b>SOUTH ISLAND</b>	<b>193,981</b>	<b>1,693,898</b>	<b>124,274</b>
Goldstream News Gazette	17,808 (W/F)	245,279	18,842
Oak Bay News	6,015 (W/F)	98,072	9,605
Peninsula News Review	14,481 (W/F)	129,181	7,617
Saanich News	30,687 (W/F)	227,636	20,909
Sooke News Mirror	5,795 (W)	118,444	8,704
Victoria News	25,102 (W/F)	721,814	34,268



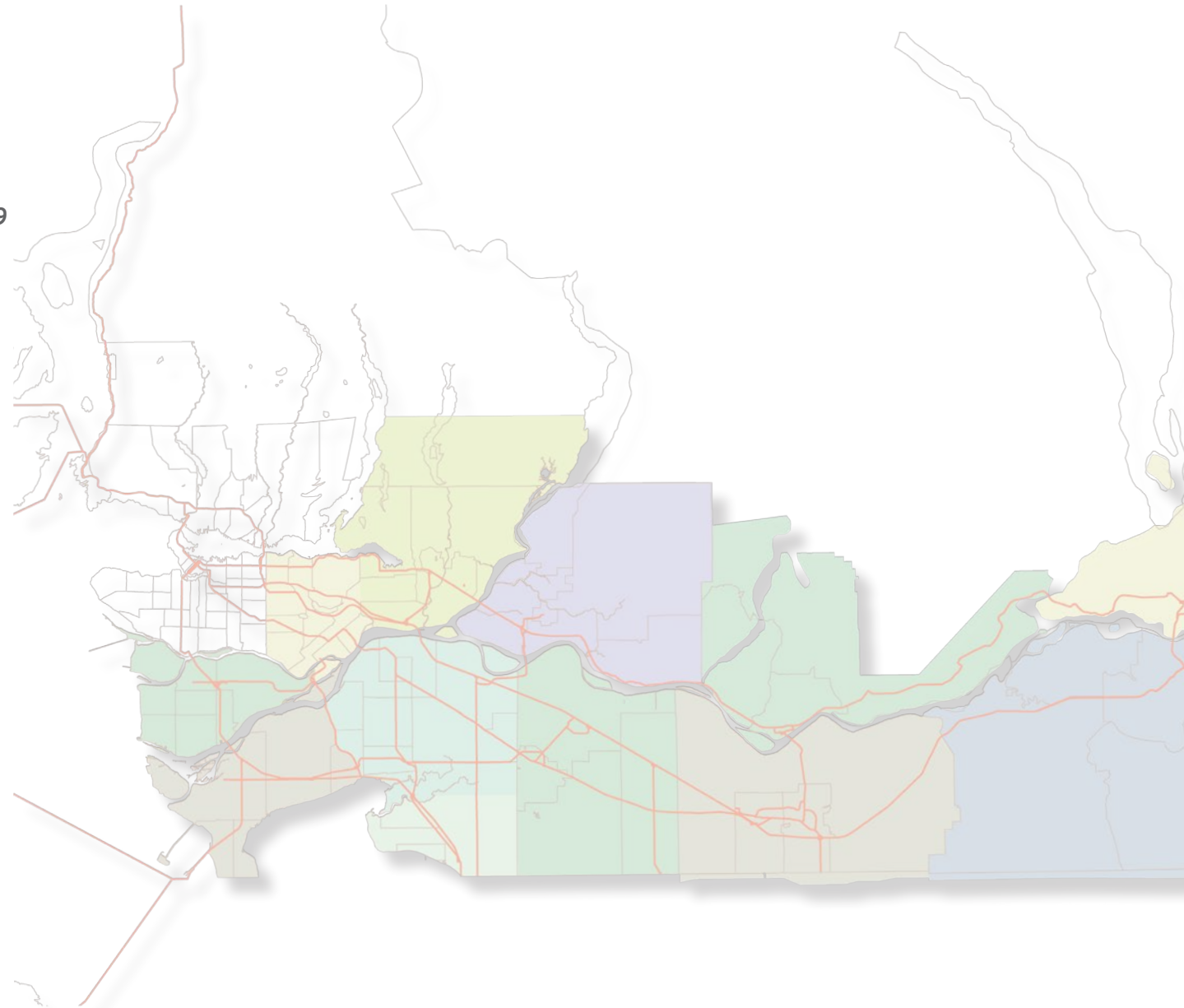
\* Total weekly circulation number as of November 2019

\*\* 90 Day Average Page Views on the newspaper website as of October 2019

\*\*\* Total Social followers from Facebook, Instagram, and Twitter as of October 2019

# WHERE WE REACH IN THE LOWER MAINLAND · 501,559 (PRINT CIRC) · 3,966,710 (PAGE VIEWS) · 229,203 (SOCIAL)

LOWER MAINLAND	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
<b>LM EAST</b>	<b>149,771</b>	<b>2,048,897</b>	<b>105,494</b>
Abbotsford News	44,401 (W) 33,533 (F)	1,009,492	53,271
Agassiz-Harrison Observer	2,836 (Th)	68,742	6,340
Chilliwack Progress	28,127 (W/F)	673,338	30,626
Mission City Record	10,921 (F)	226,651	10,331
Hope Standard	1,826 (Th)	70,674	4,926
<b>LM WEST</b>	<b>351,788</b>	<b>1,917,813</b>	<b>123,709</b>
Aldergrove Star	6,423 (Th)	141,941	4,228
Cloverdale Reporter	15,995 (W)	132,616	13,188
Langley Advance Times	28,685 (W/F)	398,768	27,518
North Delta Reporter	12,750 (Th)	33,763	3,254
Maple Ridge / Pitt Meadows	30,311 (W/F)	448,513	28,490
Peace Arch News	37,199 (W/F)	323,742	15,824
Surrey Now Leader	54,292(W) 69,938 (F)	438,470	31,207



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# WHERE WE REACH IN THE INTERIOR · 337,374 (PRINT CIRC) · 4,631,218 (PAGE VIEWS) · 238,585 (SOCIAL)

## BC INTERIOR

### INTERIOR NORTH

	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
<b>100 Mile House Free Press</b>	5,195 (Th)	52,042	7,443
<b>Bella Coola Coast Mtn News</b>	228 (Th)	35,158	1,636
<b>Burns Lake District News</b>	1,089 (W)	15,710	3,421
<b>Fort St.James Caledonia Courier</b>	405 (W)	6,660	1,822
<b>Haida Gwaii Observer</b>	296 (F)	21,970	4,243
<b>Houston Today</b>	602 (W)	14,617	1,361
<b>Kitimat Northern Sentinel</b>	366 (Th*) 3,738 (Th)	15,904	4,450
<b>Prince Rupert Northern View</b>	4,884 (Th)	68,872	8,257
<b>Quesnel Cariboo Observer</b>	1,527 (W/F)	45,030	6,745
<b>Smithers Interior News</b>	2,155 (W)	33,814	7,994
<b>Stuart/Nechako Advertiser</b>	2,913 (W)	n/a	n/a
<b>Terrace Standard</b>	8,759 (W)	139,681	8,840
<b>Vanderhoof Omineca Express</b>	763 (W)	13,235	2,131
<b>Williams Lake Tribune</b>	8,660 (W)	114,529	14,884
<b>Williams Lake Weekend Advisor</b>	8,588 (F)	n/a	n/a

## BC INTERIOR

### INTERIOR SOUTH

	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
<b>Arrow Lakes News</b>	403 (Th)	14,834	1,901
<b>Ashcroft Cache Creek Journal</b>	615 (Th)	46,170	3,135
<b>Barriere N. Thompson Times</b>	1,470 (Th)	19,739	1,455
<b>Boundary Creek Times</b>	348 (Th)	9,168	730
<b>Castlegar News</b>	6,587 (Th)	161,154	7,921
<b>Clearwater N. Thompson Times</b>	600 (Th)	29,806	2,695
<b>Columbia Valley Pioneer</b>	6,430 (Th)	n/a	n/a
<b>Cranbrook Townsman</b>	1,457 (T/W/F)	154,475	8,017
<b>Creston Valley Advance</b>	2,161 (Th)	97,558	3,235
<b>East Kootenay Extra</b>	14,805 (Th)	n/a	n/a
<b>Fernie Free Press</b>	5,815 (Th)	28,663	5,165
<b>Golden Star</b>	1,400 (Th)	36,037	3,228
<b>Grand Forks Gazette</b>	2,102 (W)	70,436	3,426
<b>Kelowna Capital News</b>	42,507 (W/F)	412,747	27,454
<b>Keremeos Review</b>	1,300 (Th)	37,505	1,837
<b>Kimberely Bulletin</b>	827 (T/W/F)	70,912	2,119
<b>Lakeshore Shuswap Market News</b>	11,971 (F)	n/a	n/a
<b>Nelson Star</b>	8,854 (Th)	311,046	13,384
<b>Penticton Western News</b>	15,227 (W/F)	316,639	18,080
<b>Princeton Similkameen Spotlight</b>	983 (Th)	46,234	3,046
<b>Revelstoke Review</b>	1,071 (Th)	180,590	9,184
<b>Rossland News</b>	1,200 (Th)	27,890	3,494
<b>Salmon Arm Observer</b>	1,754 (W)	449,853	11,607
<b>Sicamous Eagle Valley News</b>	325 (Th)	56,786	2,685
<b>South Okanagan Advertiser</b>	3,462 (Th)	n/a	n/a
<b>Summerland Review</b>	1,750 (Th)	650,153	2,884
<b>Trail Daily Times</b>	2,366 (T-F)	256,240	5,265
<b>Vernon Morning Star</b>	27,310 (W/F)	534,670	21,446
<b>West Kootenay Advertiser</b>	26,770 (Th)	n/a	n/a
<b>Winfield Lake Country Calendar</b>	4,200 (Th)	34,691	1,965

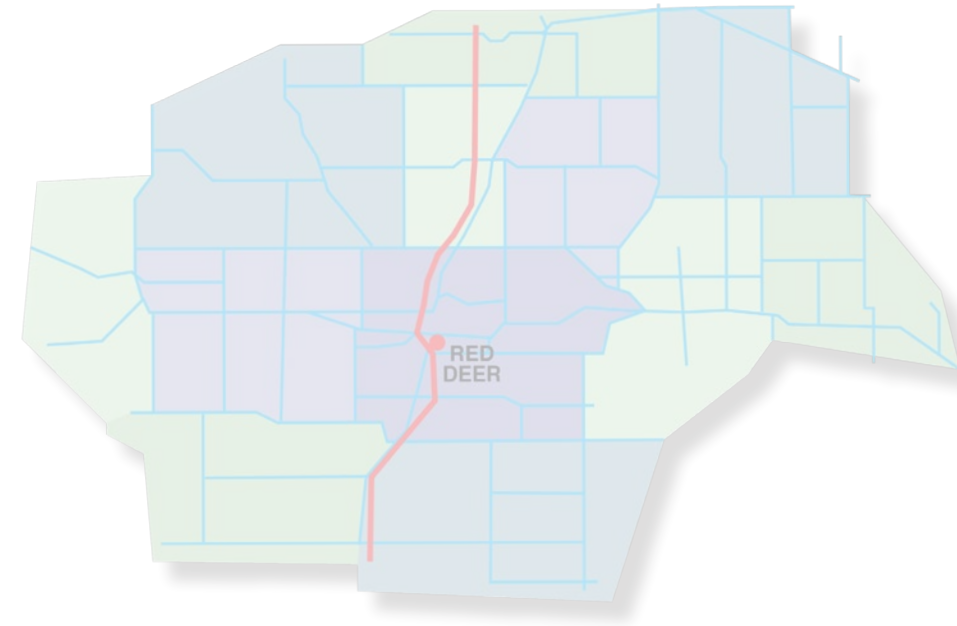
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## WHERE WE REACH IN ALBERTA · 90,793 (PRINT CIRC) · 947,852 (PAGE VIEWS) · 54,285 (SOCIAL)

ALBERTA	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
<b>ALBERTA</b>	<b>90,793</b>	<b>947,852</b>	<b>54,285</b>
Bashaw Star	145 (W)	4,857	387
Castor Advance	310 (Th)	4,438	144
Central Alberta Life	18,111 (Th)	n/a	n/a
Eckville Echo	1,850 (Th)	4,821	834
Lacombe Express	3,658 (Th)	30,238	2,555
Pipestone Flyer	11,210 (Th)	39,885	848
Ponoka News	5,621 (W)	83,790	7,200
Red Deer Advocate	7,423 (T-Th) 8,180 (F) 8,188 (St)	650,153	30,360
Rimbey Review	4,895 (T)	26,529	1,439
Stettler Independent	1,078 (Th)	45,539	3,577
Sylvan Lake News	5,278 (Th)	57,602	6,941



## WHERE WE REACH IN THE YUKON · 9,564 (PRINT CIRC) · 240,180 (PAGE VIEWS) · 28,951 (SOCIAL)

YUKON	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Yukon News	4,123 (W) 5,441 (F)	240,180	28,951



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## PULSE RESEARCH

### WE BRING YOU CONSUMERS READY TO BUY!

How do we know? Black Press Media conducts shopping data research throughout British Columbia. **9,561 readers participated in the survey** sharing their purchasing intentions in hundreds of categories.

Through thousands of surveys with Black Press digital and print audience, we are able to deliver deep research on hundreds of business categories including what our audience intends to buy from you. Our clients value the research in their decision making on which categories of their business to promote. Ask for your custom report.

*This is an **audience driven network**.*

# DELIVERING TARGETED AUDIENCE BASED SOLUTIONS



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