



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.

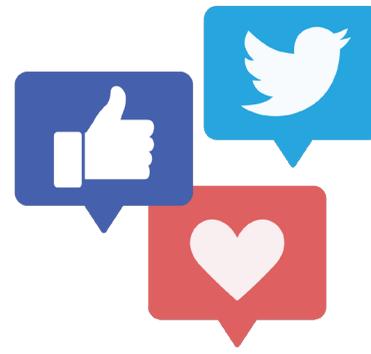
DOOR HANGER

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.

DIGITAL 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.

TODAY'S HOME

Search hundreds of local listings and access top real estate professionals to help you find the home you are looking for! Our goal is to ensure we connect those buyers with your inventory and simply put, sell more real estate.

WEST COAST TRAVELLER

West Coast Traveller leverages Black Press Media's hundreds of travel publications, local experts in high-value West Coast destinations, and tens of thousands of stunning photos and videos from real people, to be the essential West Coast guide for us, our neighbours, our fellow West-Coasters and travellers from around the world. Our goal is to ensure we connect you with millions of travel intenders.

CANADIAN EVERGREEN

Canadian Evergreen harnesses the power of Black Press Media's newsrooms in more than 75 communities across Western Canada, and features cannabis content generated by talented journalists, expert cannabis writers, North America's largest wire services and by our sister publications in the U.S., most notably sfevergreen.com. Our goal is to ensure we connect Cannabis enthusiast with your message.

OUR AUDIENCE

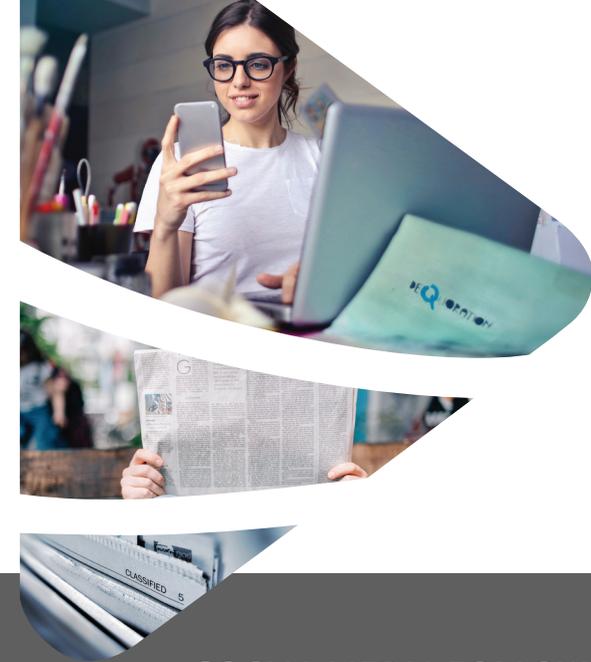
High quality local news sites

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.

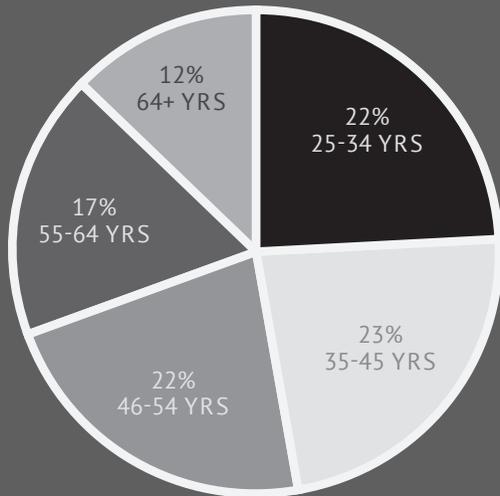
We tell stories that matter most to British Columbians any time, any place, any device. Bringing breaking news, in-depth coverage,

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:

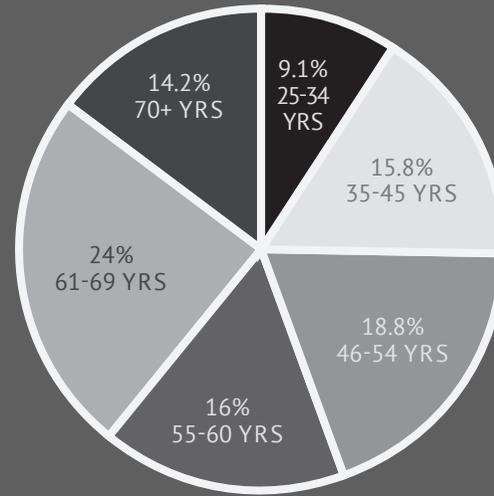


4.8 MILLION MONTHLY UNIQUE
USERS ENGAGE WITH OUR WEBSITES

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

Source: Google analytics, August 2019 - November 2019

NEWSPRINT REACH & READERSHIP:

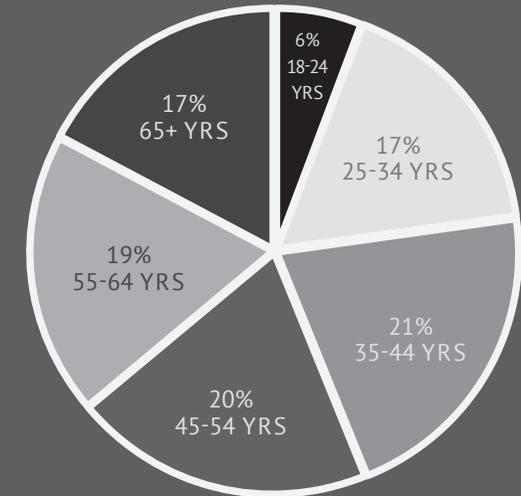


2.4 MILLION
WEEKLY PRINT READERS

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

Source: Pulse Research, 2019; News Media Canada 2018

SOCIAL MEDIA FOLLOWING:



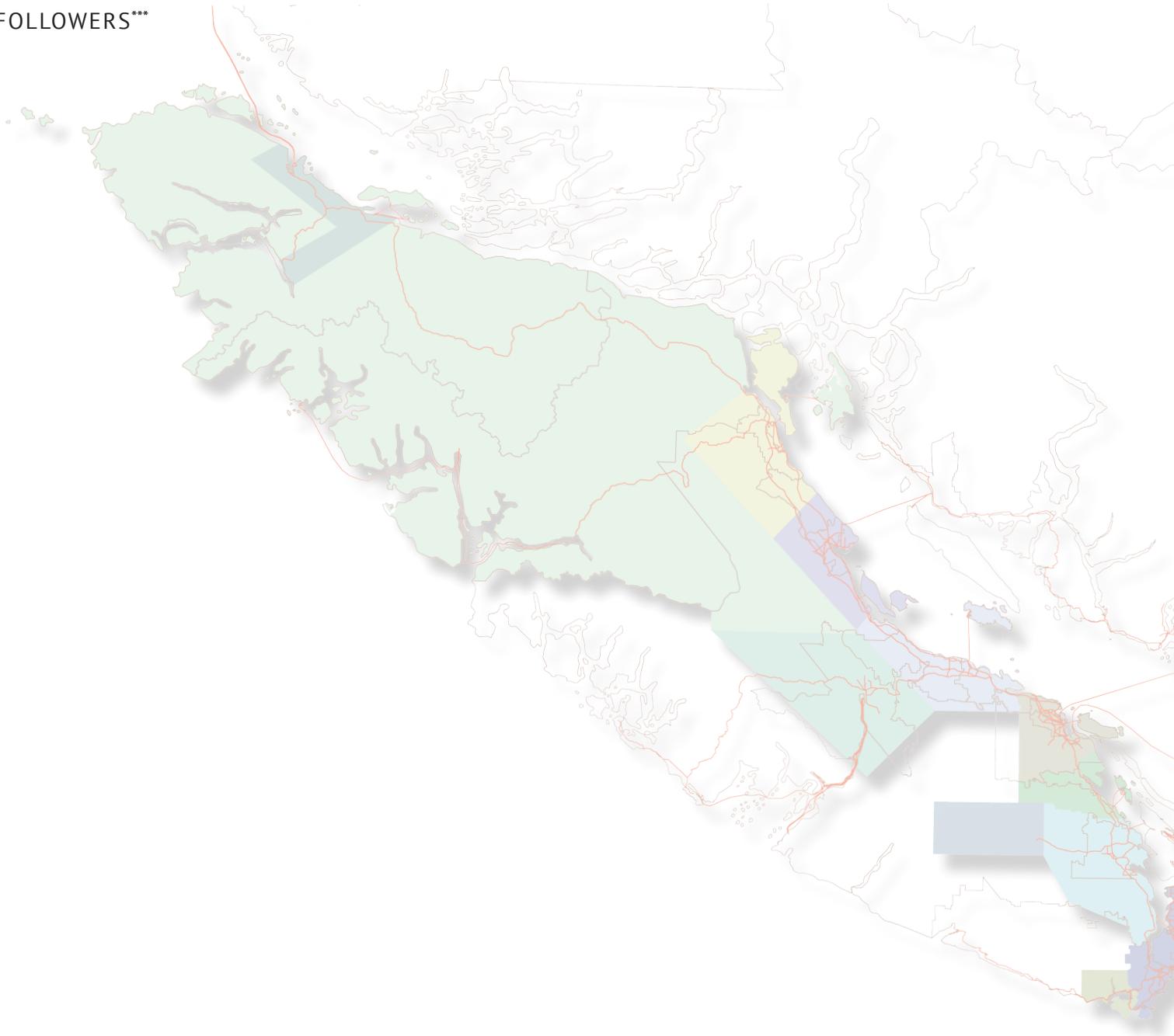
1 MILLION
SOCIAL FOLLOWERS

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

Source: Facebook Business Manager November 2019

WHERE WE REACH ON VANCOUVER ISLAND · 227,227 (PRINT CIRC) · 5,924,471 (PAGE VIEWS) · 293,634 (SOCIAL)

VANCOUVER ISLAND	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
NORTH ISLAND	39,743	1,111,432	49,921
Campbell River Mirror	17,134 (W)	453,854	22,427
Comox Valley Record	21,581 (W)	587,358	21,692
North Island Gazette	1,028 (W)	70,220	5,802
MID ISLAND CNTL	26,678	839,214	33,393
Alberni Valley News	9,392 (W)	338,076	14,056
Parksville Qualicum News	16,492 (W)	403,910	13,023
Tofino/Ucluelet Westerly News	794 (W)	97,228	6,314
MID ISLAND SOUTH	60,918	1,797,121	63,353
Cowichan Valley Citizen	21,195 (Th)	311,027	15,884
Chemainus Valley Courier	3,663 (Th)	31,312	2,166
Ladysmith Chronicle	4,187 (Th)	78,378	6,566
Lake Cowichan Gazette	381 (Th)	38,655	3,844
Nanaimo News Bulletin	31,492 (W)	1,337,749	34,893
SOUTH ISLAND	99,888	1,948,309	120,295
Goldstream News Gazette	17,808 (W)	237,701	22,585
Oak Bay News	6,015 (Th)	102,784	11,579
Peninsula News Review	14,481 (Th)	112,806	9,674
Saanich News	30,687 (W)	197,965	23,353
Sooke News Mirror	5,795 (Th)	98,665	9,560
Victoria News	25,102 (Th)	1,198,388	43,544



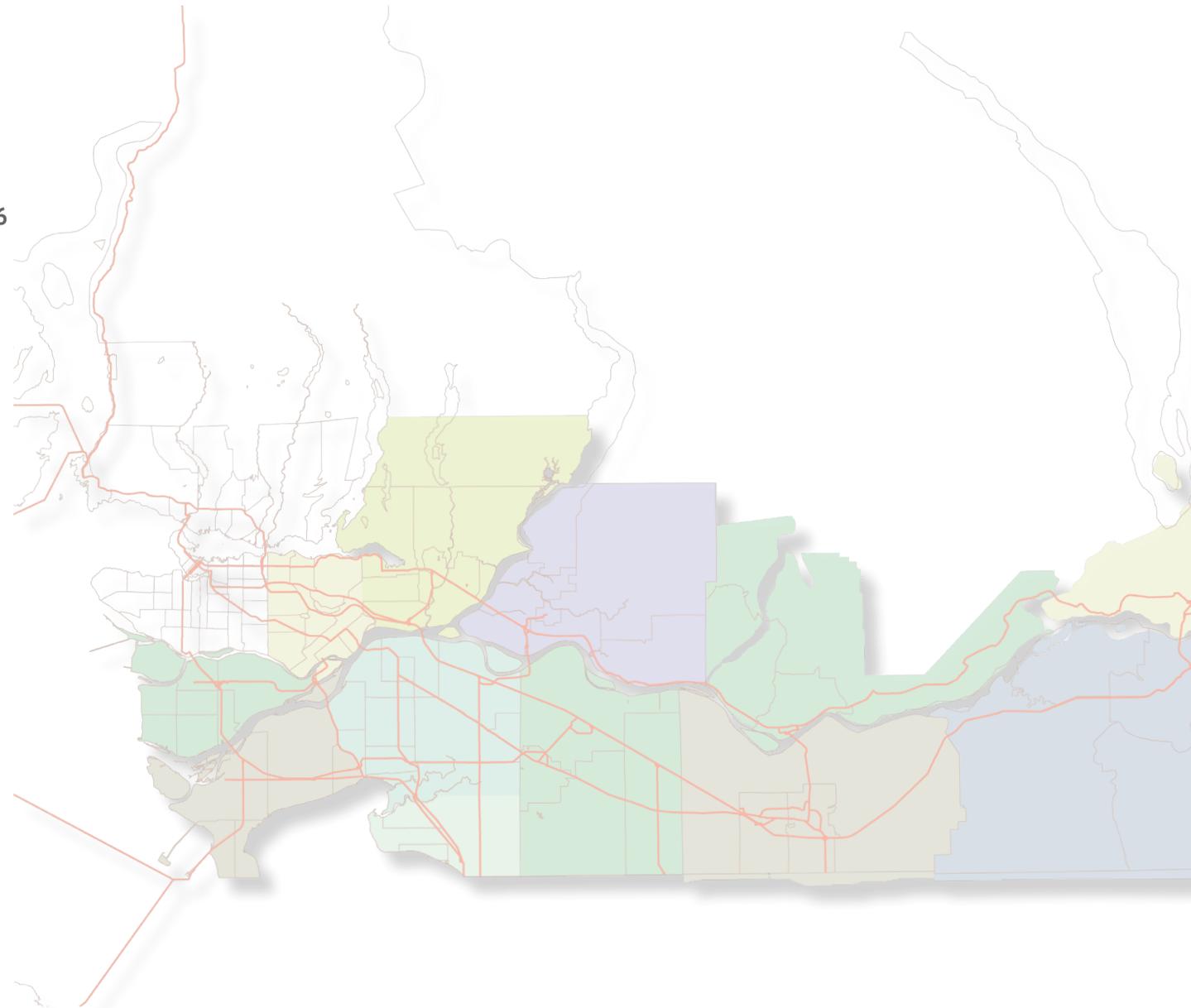
* Total weekly circulation number as of November 2020

** 90 Day Average Page Views on the newspaper website as of November 2020

*** Total Social followers from Facebook, Instagram, and Twitter as of November 2020

WHERE WE REACH IN THE LOWER MAINLAND · 261,695 (PRINT CIRC) · 5,700,077 (PAGE VIEWS) · 268,933 (SOCIAL)

LOWER MAINLAND	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
LM EAST	77,257	2,797,180	124,217
Abbotsford News	33,095 (Th)	1,293,956	62,358
Agassiz-Harrison Observer	2,818 (F)	63,094	6,966
Chilliwack Progress	28,025 (F)	1,075,331	37,158
Mission City Record	10,695 (F)	218,732	12,032
Hope Standard	1,751 (F)	63,089	5,703
LM WEST	185,311	2,902,897	144,716
Aldergrove Star	6,427 (F)	163,934	5,663
Cloverdale Reporter	12,757 (Th)	89,429	14,076
Langley Advance Times	28,626 (Th)	635,458	32,555
North Delta Reporter	12,779 (Th)	34,553	4,015
Maple Ridge / Pitt Meadows	30,022 (F)	693,062	32,569
Peace Arch News	28,611 (Th)	366,799	18,771
Surrey Now Leader	66,089 (Th)	919,662	37,067



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WHERE WE REACH IN THE INTERIOR · 228,148 (PRINT CIRC) · 5,745,305 (PAGE VIEWS) · 287,091 (SOCIAL)

BC INTERIOR

INTERIOR NORTH

	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
100 Mile House Free Press	1,358 (Th)	183,659	9,122
Bella Coola Coast Mtn News	228 (e/o Th)	39,218	1,950
Burns Lake District News	1,089 (W)	51,591	3,880
Fort St.James Caledonia Courier	405 (Th)	8,988	1,971
Haida Gwaii Observer	Digital Only	23,966	5,443
Houston Today	602 (W)	25,382	1,814
Kitimat Northern Sentinel	366 (Th*) 3,738 (Th)	69,045	4,972
Prince Rupert Northern View	4,884 (Th)	149,814	9,425
Quesnel Cariboo Observer	1,527 (W)	133,651	8,809
Smithers Interior News	2,155 (Th)	145,279	9,438
Stuart/Nechako Advertiser	2,913 (Th)	n/a	n/a
Terrace Standard	8,759 (Th)	229,202	10,766
Vanderhoof Omineca Express	763 (Th)	28,239	2,503
Williams Lake Tribune	8,660 (Th)	438,074	19,527

BC INTERIOR

INTERIOR SOUTH

	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Arrow Lakes News	421 (Th)	17,656	2,211
Ashcroft Cache Creek Journal	615 (Th)	24,505	3,683
Barriere N. Thompson Times	700 (Th)	16,207	1,694
Boundary Creek Times	348 (Th)	18,559	815
Castlegar News	6,587 (Th)	235,900	9,606
Clearwater N. Thompson Times	750 (Th)	30,683	2,985
Columbia Valley Pioneer	6,430 (Th)	n/a	n/a
Cranbrook Townsman	1,457 (Tu)	177,807	9,604
Creston Valley Advance	2,161 (Th)	104,379	4,047
East Kootenay Extra	14,805 (Th)	n/a	n/a
Fernie Free Press	5,815 (Th)	87,477	6,075
Golden Star	1,400 (Th)	47,184	3,863
Grand Forks Gazette	2,102 (W)	97,427	3,870
Kelowna Capital News	42,615 (Th)	513,155	31,939
Keremeos Review	1,300 (Th)	42,090	2,108
Kimberely Bulletin	827 (Tu)	72,195	3,897
Lakeshore Shuswap Market News	11,971 (F)	n/a	n/a
Nelson Star	8,754 (Th)	478,320	15,287
Penticton Western News	18,869 (W)	367,085	20,484
Princeton Similkameen Spotlight	983 (Th)	47,751	3,593
Revelstoke Review	1,071 (Th)	273,080	10,667
Rossland News	1,200 (Th)	35,569	4,025
Salmon Arm Observer	2,119 (W)	433,208	14,331
Sicamous Eagle Valley News	428 (Th)	52,303	3,119
Summerland Review	1,750 (Th)	49,595	3,618
Trail Daily Times	2,366 (Tu/Th)	347,516	7,432
Vernon Morning Star	27,310 (Th)	590,927	25,905
West Kootenay Advertiser	18,364 (Th)	n/a	n/a
West K News	9,253 (W)	7,576	288
Winfield Lake Country Calendar	4,200 (Th)	51,043	2,325

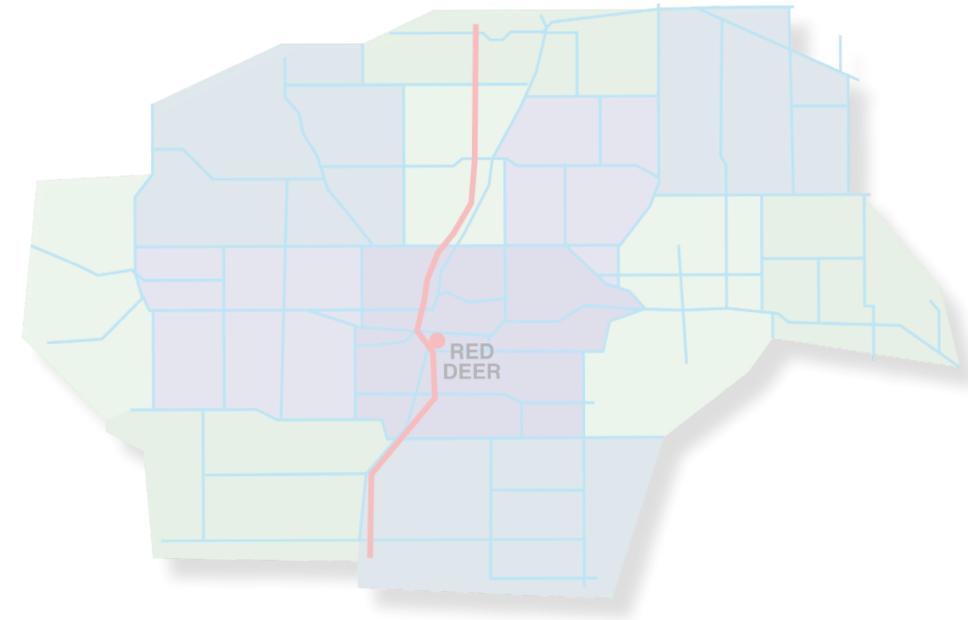
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WHERE WE REACH IN ALBERTA · 83,293 (PRINT CIRC) · 1,228,546 (PAGE VIEWS) · 64,433 (SOCIAL)

ALBERTA	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
ALBERTA	83,293	1,228,546	64,433
Bashaw Star	120 (W)	6,959	494
Castor Advance	280 (Th)	6,805	248
Central Alberta Life	12,876 (Th)	n/a	n/a
Eckville Echo	Digital Only	10,885	923
Lacombe Express	4,525 (Th)	25,050	3,169
Pipestone Flyer	9,339 (Th)	54,229	1,262
Ponoka News	5,166 (W)	105,830	8,125
Red Deer Advocate	7,135 (T-Th) 7,509 (F/Sa)	875,255	35,866
Rimbey Review	3,895 (T)	30,694	1,701
Stettler Independent	5,909 (Th)	44,744	4,011
Sylvan Lake News	5,364 (Th)	68,095	8,634



WHERE WE REACH IN THE YUKON · 9,564 (PRINT CIRC) · 327,889 (PAGE VIEWS) · 31,503 (SOCIAL)

YUKON	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Yukon News	4,123 (W) 5,441 (F)	327,889	31,503



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** 90 Day Average Page Views on the newspaper website as of November 2020

*** Total Social followers from Facebook, Instagram, and Twitter as of November 2020



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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