



**HELPING YOU REACH OUR AUDIENCE IN BC, ALBERTA &  
NORTHERN TERRITORIES**





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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 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.

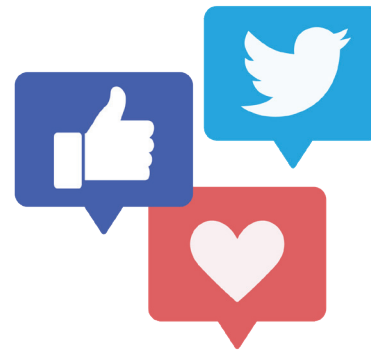
**DOOR HANGER**

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.

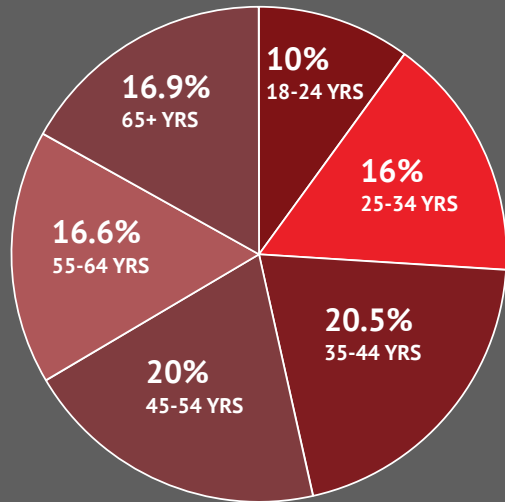
We tell stories that matter most to British Columbians any time, any place, any device. Bringing breaking news, in-depth coverage,

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:

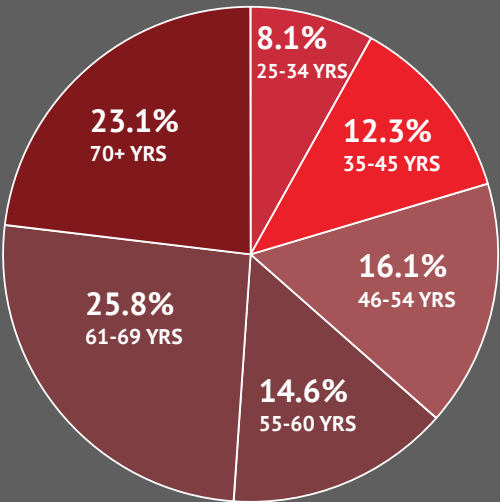


5.9 MILLION MONTHLY UNIQUE  
USERS ENGAGE WITH OUR WEBSITES

FEMALE: 53% MALE: 47%

Source: Google analytics, March 2022

### NEWSPRINT REACH & READERSHIP:

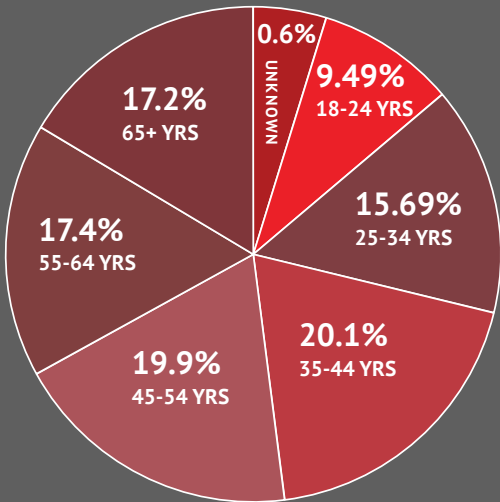


2.1 MILLION  
WEEKLY PRINT READERS

FEMALE: 57% MALE: 43%

Source: Pulse Research, 2022; News Media Canada 2022

### SOCIAL MEDIA FOLLOWING:

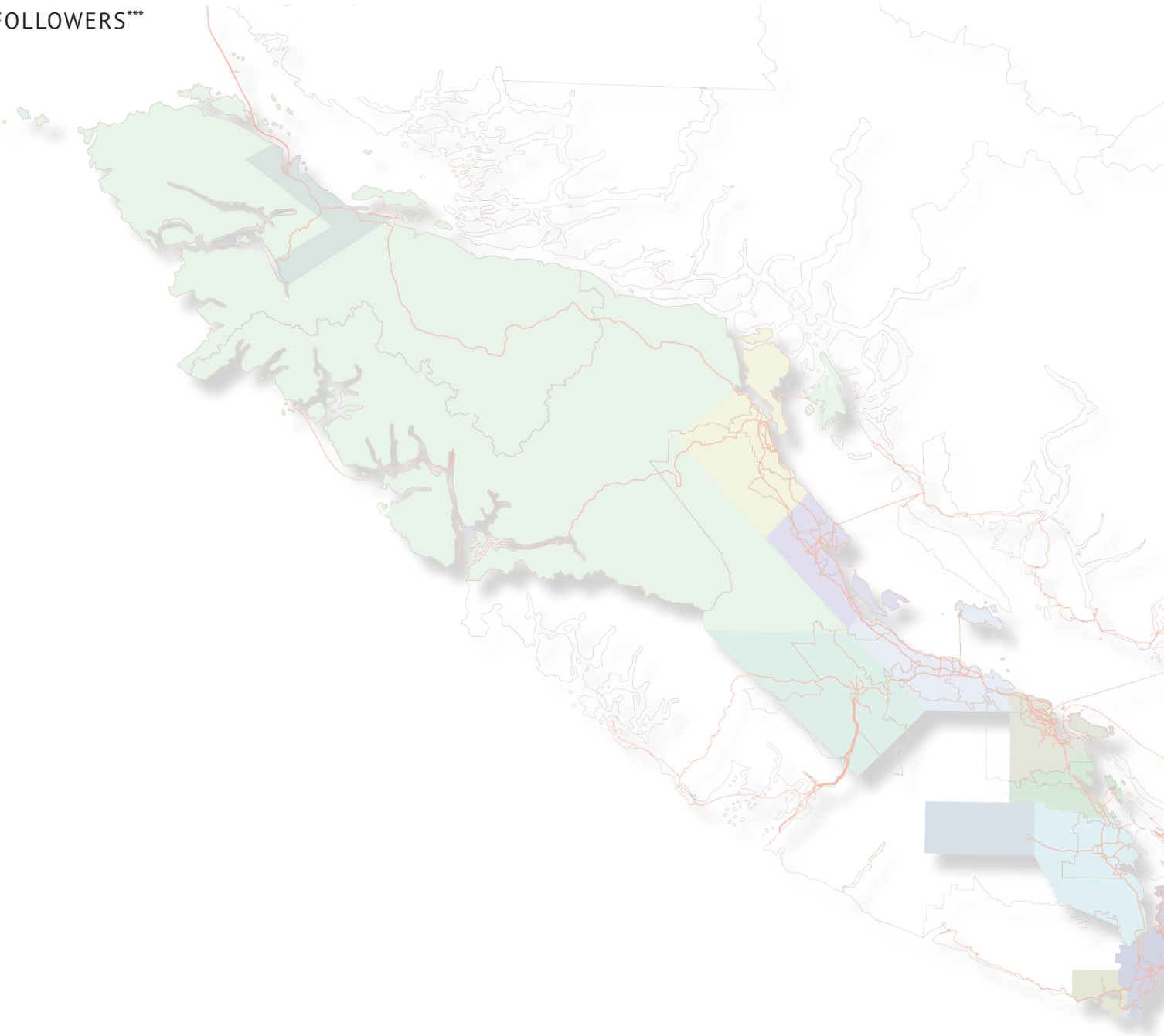


OVER 1.2 MILLION  
SOCIAL FOLLOWERS

Source: Facebook Business Manager April 2022

WHERE WE REACH ON VANCOUVER ISLAND · 226,961 (PRINT CIRC) · 4,476,009 (PAGE VIEWS) · 300,158 (SOCIAL)

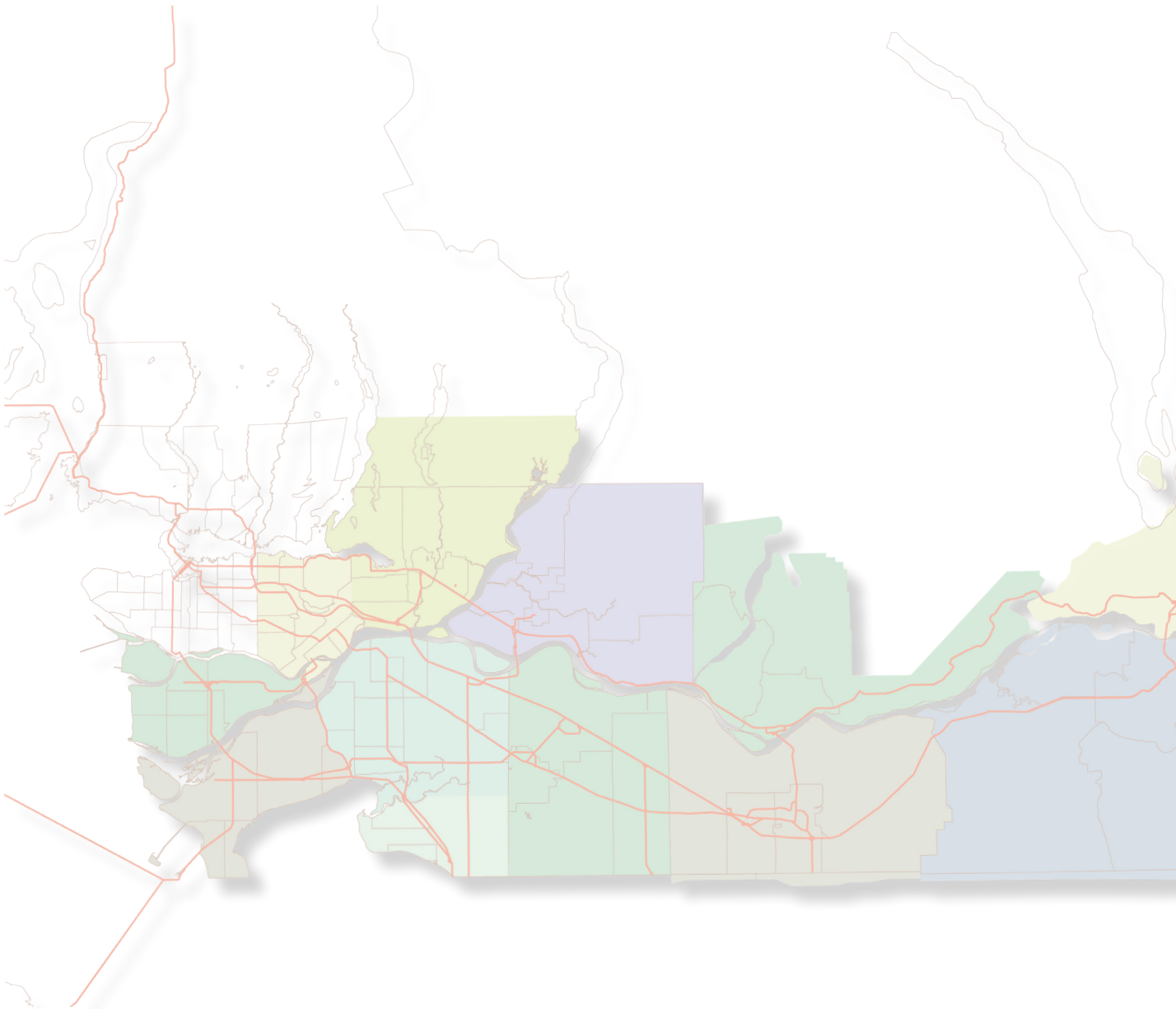
VANCOUVER ISLAND	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
<b>NORTH ISLAND</b>	<b>39,086</b>	<b>912,070</b>	<b>56,442</b>
Campbell River Mirror	16,786 (W)	391,244	24,946
Comox Valley Record	21,578 (W)	462,483	24,712
North Island Gazette	722 (W)	58,343	6,784
<b>MID ISLAND CNTL</b>	<b>26,310</b>	<b>669,864</b>	<b>38,676</b>
Alberni Valley News	9,221 (W)	240,600	16,169
Parksville Qualicum News	16,469 (W)	354,092	15,291
Tofino/Ucluelet Westerly News	620 (W)	75,172	7,216
<b>MID ISLAND SOUTH</b>	<b>60,832</b>	<b>1,507,601</b>	<b>75,159</b>
Cowichan Valley Citizen	21,685 (Th)	344,030	18,831
Chemainus Valley Courier	3,560 (Th)	31,946	2,656
Ladysmith Chronicle	3,907 (Th)	66,179	7,350
Lake Cowichan Gazette	351 (Th)	24,774	4,115
Nanaimo News Bulletin	31,329 (W)	1,040,672	42,207
<b>SOUTH ISLAND</b>	<b>100,733</b>	<b>1,386,474</b>	<b>129,881</b>
Goldstream News Gazette	18,187 (W)	174,926	23,310
Oak Bay News	5,943 (Th)	64,241	10,559
Peninsula News Review	14,727 (Th)	76,696	6,163
Saanich News	30,621 (W)	256,284	23,743
Sooke News Mirror	5,864 (Th)	102,863	9,884
Victoria News	25,391 (Th)	711,464	56,222



\* Total weekly circulation number as of March 2022  
\*\*Monthly Page Views on the newspaper website as of March 2022  
\*\*\* Total Social followers from Facebook, Instagram, and Twitter as of March 2022

WHERE WE REACH IN THE LOWER MAINLAND · 262,414 (PRINT CIRC) · 4,249,147 (PAGE VIEWS) · 318,105 (SOCIAL)

LOWER MAINLAND	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
LM EAST	76,786	2,183,888	151,260
Abbotsford News	33,187 (Th)	1,037,626	79,203
Agassiz-Harrison Observer	2,902 (F)	65,264	8,003
Chilliwack Progress	28,119 (F)	786,761	43,926
Mission City Record	10,827 (F)	205,237	13,399
Hope Standard	1,751 (F)	89,000	6,729
LM WEST	185,628	2,065,259	166,845
Aldergrove Star	6,483 (F)	96,359	6,728
Cloverdale Reporter	12,693 (Th)	62,711	15,049
Langley Advance Times	28,644 (Th)	366,470	37,438
North Delta Reporter	12,783 (Th)	47,097	4,627
Maple Ridge / Pitt Meadows	30,165 (F)	587,425	37,343
Peace Arch News	28,753 (Th)	351,213	21,062
Surrey Now Leader	66,107 (Th)	553,984	44,598



\* Total weekly circulation number as of March 2022  
\*\*Monthly Page Views on the newspaper website as of March 2022  
\*\*\* Total Social followers from Facebook, Instagram, and Twitter as of March 2022



# WHERE WE REACH IN THE INTERIOR · 226,275 (PRINT CIRC) · 6,831,737 (PAGE VIEWS) · 321,530 (SOCIAL)

## BC INTERIOR

### INTERIOR NORTH

	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
100 Mile House Free Press	1,079 (Th)	137,961	10,979
Bella Coola Coast Mtn News	207 (e/o Th)	17,978	2,181
Burns Lake District News	880 (W)	39,968	4,288
Fort St.James Caledonia Courier	301 (Th)	13,069	1,087
Haida Gwaii Observer	Digital Only	19,624	5,426
Houston Today	586 (W)	31,634	2,062
Kitimat Northern Connector	3,958 (Th)	49,544	5,316
Prince Rupert Northern View	3,630 (Th)	166,235	10,283
Quesnel Cariboo Observer	708 (W)	167,013	10,231
Smithers Interior News	1,929 (Th)	106,026	10,446
Stuart/Nechako Advertiser	2,849(Th)	n/a	n/a
Terrace Standard	7,749 (Th)	218,789	11,989
Vanderhoof Omineca Express	738 (Th)	30,534	2,156
Williams Lake Tribune	9,038 (Th)	377,586	23,101

## BC INTERIOR

### INTERIOR SOUTH

	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Arrow Lakes News	342 (Th)	16,194	2,409
Ashcroft Cache Creek Journal	518 (Th)	29,428	3,887
Barriere N. Thompson Times	511 (Th)	16,975	1,111
Castlegar News	6,424 (Th)	203,444	11,514
Clearwater N. Thompson Times	588 (Th)	38,177	3,154
Columbia Valley Pioneer	4,400 (Th)	n/a	n/a
Cranbrook Townsman	1,254 (Tu)	176,703	10,875
Creston Valley Advance	1,753 (Th)	62,346	4,300
Kootenay News Advertiser	14,704 (Th)	n/a	n/a
Fernie Free Press	5,804 (Th)	78,588	7,271
Golden Star	823 (Th)	80,408	4,039
Grand Forks Gazette	1,823 (W)	90,064	4,530
Kelowna Capital News	34,365 (Th)	576,969	36,900
Keremeos Review	427 (Th)	55,654	2,141
Kimberely Bulletin	794 (Tu)	73,605	4,936
Shuswap Market News	10,676 (F)	n/a	n/a
Nelson Star	8,220 (Th)	380,512	17,720
Penticton Western News	22,101 (W)	636,837	23,910
Princeton Similkameen Spotlight	658 (Th)	122,086	2,750
Revelstoke Review	996 (Th)	340,727	11,995
Rossland News	1,198 (Th)	32,484	4,435
Salmon Arm Observer	1,362 (W)	685,674	15,950
Sicamous Eagle Valley News	237 (Th)	74,606	3,571
Summerland Review	932 (Th)	102,075	2,586
Trail Daily Times	2,292 (Tu/Th)	308,381	8,622
Vernon Morning Star	26,227 (Th)	1,204,072	30,362
West Kootenay Advertiser	25,350 (Th)	n/a	n/a
West K News	10,042 (W)	8,944	385
Winfield Lake Country Calendar	3,583 (Th)	60,823	2,632

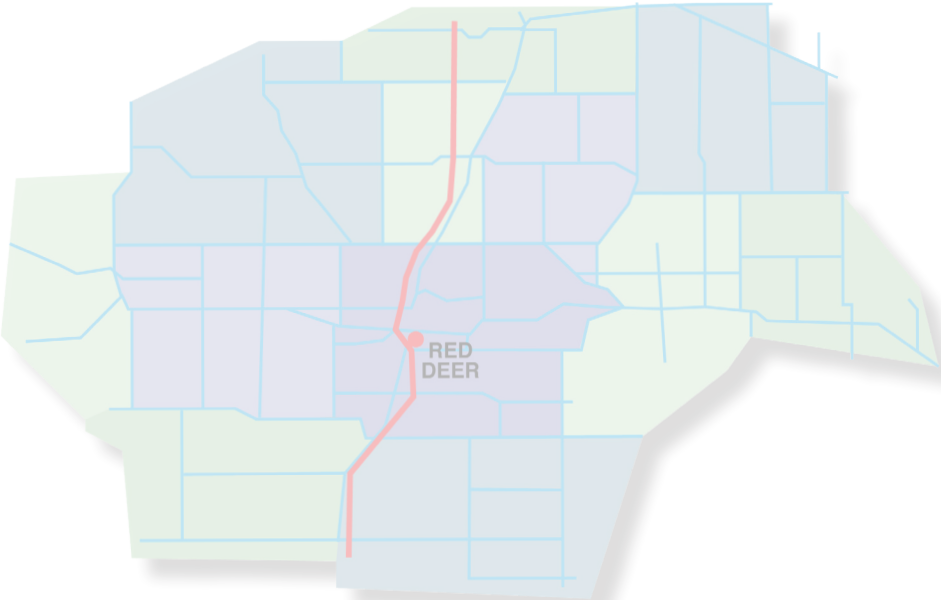
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\*\*\* Total Social followers from Facebook, Instagram, and Twitter as of March 2022

WHERE WE REACH IN ALBERTA · 43,863 (PRINT CIRC) · 868,311 (PAGE VIEWS) · 72,890 (SOCIAL)

ALBERTA	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Bashaw Star	101 (W)	4,416	581
Castor Advance	257 (Th)	6,598	449
Central Alberta Life	8,555 (Th)	n/a	n/a
Eckville Echo	Digital Only	3,209	994
Lacombe Express	4,922 (Th)	17,504	3,471
Pipestone Flyer	9,302 (Th)	25,179	2,138
Ponoka News	5,169 (W)	68,586	8,837
Red Deer Advocate	5,737 (T-Sa)	641,577	40,444
Rimbey Review	3,905 (T)	28,460	1,931
Stettler Independent	814 (Th)	29,472	4,281
Sylvan Lake News	5,189 (Th)	43,310	9,764

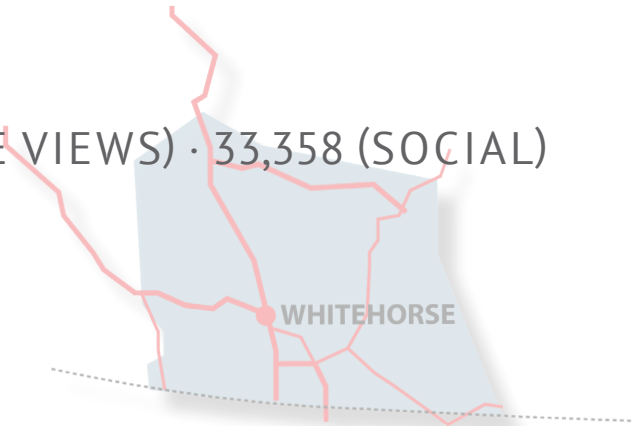


FARM PRESS PUBLICATIONS · 90,670 (PRINT CIRC)

PUBLICATION	PRINT CIRCULATION*	COVERAGE
AG-VISER	28,430 (every 2nd Monday)	Central & Northern Alberta
AD-VISER	12,921 (every 2nd Monday)	Southern Alberta
Saskatchewan FarmLIFE	32,937 (every 2nd Monday)	Saskatchewan Farms and Ranches
Manitoba FarmLIFE	16,382 (every 2nd Monday)	Manitoba Farms and Ranches

WHERE WE REACH IN YUKON, NUNAVUT & NWT · 7,910 (PRINT CIRC) · 295,728 (PAGE VIEWS) · 33,358 (SOCIAL)

YUKON	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Yukon News	3,305 (W) 4,275 (F)	275,874	24,410
NUNAVUT	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Kivalliq News	1,343 (W)	N/A	N/A
Nunavut News	2,513 (M)	N/A	N/A
NWT	PRINT CIRCULATION*	PAGE VIEWS**	SOCIAL FOLLOWERS***
Hay River Hub	1,443 (W)	N/A	N/A
Inuvik Drum	1,198 (Th)	N/A	N/A
NWT News / North	4,252 (M)	N/A	N/A
Yellowknife	2,059 (W) 2,148 (F)	N/A	N/A



\* Total weekly circulation number as of November 2020  
\*\*Monthly Page Views on the newspaper website as of February 2021  
\*\*\* Total Social followers from Facebook, Instagram, and Twitter as of February 2021



## 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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