Partnering with The Tyee allows you to reach highly-educated and engaged British Columbians and Canadians. Influencers in their communities, they come to The Tyee for in-depth, professional coverage of the issues that matter to them.

**HIGH VISIBILITY**

- **Website**
  The Tyee gets between 800,000 & 1,000,000 pageviews and between 300,000 & 400,000 unique visitors per month.

- **Email**
  Place an exclusive ad in our e-newsletter and have your message sent directly to 35,000+ of our most engaged and loyal readers.

- **Social**
  We have 44,000+ Twitter followers and 12,000+ Facebook fans sharing our stories with their online communities.

**ENGAGED & LOYAL READERSHIP**
Tyee readers are highly engaged in their communities, and with our articles and promotions. More than 80% of readers surveyed agree that, “no one compares to the Tyee.” In fact, Tyee readers like what we do so much that a growing number of them are signing on as Tyee Builders and helping fund our reporting out of their own pockets. At this time, they account for almost as much of our revenue as advertising. And our clients consistently tell us that their display ads on the Tyee yield a significantly higher click through rate than elsewhere.

**AN INFLUENTIAL, QUALITY READ**
At The Tyee we’re dedicated to publishing lively, informative news and views, not dumbed down fluff. Our readers trust us to provide intelligent and credible journalism that takes seriously the need for healthy economies, environmental sustainability, and social equality.

**Recent Recognition**

- EXCELLENCE IN JOURNALISM AWARD (CDN), 2013, 2009
- WESTERN MAGAZINE AWARD 2012
- EDWARD R. MURROW AWARD (NA), 2011, 2009

**ADVERTISING IN THE TYEE GETS RESULTS.**

Here’s what some of our clients say:

> “The Tyee is a true creative partner. They’re not just selling ad space - they work with us to understand our targets and desired outcomes, and then use their digital engagement expertise and in-depth understanding of their readers to recommend effective and unique solutions.”

Janet Webber,
SFU Public Square, BC

> “Working with The Tyee has been a treat. Their staff are professional and helpful and we have seen a direct increase in website visits and sales since advertising with them. Their ability to tailor our ad package with a variety of options that specifically match our needs is particularly appreciated.”

EJ Hurst,
New Society Publishers, BC
“I support The Tyee because its reporters are brave, independent and smart as hell - and because now is a critical time to hold government accountable to it’s promises.”
- Naomi Klein

### Who reads The Tyee?

Over 3,300 readers completed our most recent online survey. The survey’s findings? Tyee readers are:

- highly educated (94% have post-secondary education of some kind)
- active, informed and environmentally conscious (87% seek out ethical products)
- generous supporters (87% have donated to a non-profit in the past 12 months)
- loyal connectors (80% agree that The Tyee is an invaluable member of the BC news media)

### Demographics

#### AGE

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 35</td>
<td>18</td>
</tr>
<tr>
<td>Over 35</td>
<td>63</td>
</tr>
</tbody>
</table>

#### HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Income Level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K+</td>
<td>6</td>
</tr>
<tr>
<td>$60K – 99K</td>
<td>34</td>
</tr>
<tr>
<td>$30K – 59K</td>
<td>27</td>
</tr>
</tbody>
</table>

#### ACTIVITIES

- Donated to a non-profit organization: 87%
- Sought out green, fair trade or organic products: 87%
- Spent time gardening: 74%
- Went to the movie theatre: 70%
- Attended a conference or speaker event: 70%
- Volunteered: 68%
- Attended a concert: 67%
- Purchased airline tickets: 64%
- Written to a policy-maker or a politician: 63%

#### PROFESSION

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unionized Professional/Employee</td>
<td>26</td>
</tr>
<tr>
<td>Non-Union Professional/Employee</td>
<td>25</td>
</tr>
<tr>
<td>Executive/Manager/Business Owner/ Self employed</td>
<td>11</td>
</tr>
</tbody>
</table>

### Geographic Distribution

The Tyee has a global readership, but the majority of readers are Canadian (87.9%).

#### Canada: 87.9%

#### U.S.: 7.1%

#### International: 4.9%

Of Canadian readers, British Columbians make up a significant (61.3%) majority, with the majority of those coming from the Vancouver Coast and Mountains (35%). Our remaining readers can be found in every province, notably Ontario and Alberta.

#### B.C.: 61.3%

#### Ontario: 18.8%

#### Alberta: 8.1%

#### Rest of Canada: 11.8%

While most B.C. readers are in the Vancouver Coast & Mountain area (59.7%), there are Tyee readers in every part of the province.
WHY THE TYEE?

Because your message deserves a smart, responsive audience. Our award-winning coverage and commentary keep that audience coming back every day, from all across Canada and beyond.

YES, WE SELL ADS

From basic display ads to interactive video ads, we can accommodate most requests.

We offer four IAB-standard ad formats online, as well as exclusive ad space in our eNewsletters. And standard premium features such as geo-targeting and frequency capping.

BUT WHY STOP AT ADS WHEN WE CAN DO MUCH MORE?

We excel at crafting multi-platform campaigns geared towards high engagement with our informed and influential readers.

Call us to learn more about what we can do through Tyee Presents, our special suite of services for select advertising partners that fit well with our readers’ interests and values.

- CUSTOMIZED CONTESTS WITH EMAIL OPT-IN
- SPONSORED POLLS WITH EMAIL OPT-IN
- MEDIA SPONSORSHIPS
- SOCIAL MEDIA AND ENEWSLETTER PROMOTION

Whether it’s a contest for music festival tickets or a weekend getaway, an announcement of a public dialogue or fundraising event, Tyee Presents promotions are things we believe will be of interest to a wide variety of our readers, and resonant with their values. We’re proud to promote them, and to get creative with the great people who make them happen.

Please contact us to discuss how The Tyee’s trusted voice can help deliver the most effective results for your campaign, and to request any of the following case studies:

- **CUSTOMIZED CONTEST**
  - Client: Ocean Village Resort (Tofino, BC)
  - Prize: Three night stay
  - Time: Spring 2013

- **SPONSORED POLL**
  - Client: Fair Vote Canada
  - Question: Proportional Representation: yes or no?
  - Time: Spring 2013

- **PREMIUM CROWD-SOURCED CONTEST**
  - Client: Vancity Credit Union
  - Event: Buy Local Week
  - Time: Fall 2014
Leaderboard 728 x 90 (WxH pixels)
Runs across the top of all Tyee pages.

Wide Skyscraper
160 x 600
Located in the central column at the bottom of the page on the homepage, sections pages and topic pages.

Big Box (4 zones) 300 x 250
Locations:
1. Within Tyee articles, mid-way down the left side of the page.
2. Upper right side of the page.
3. Lower right side of the page.
4. Within eNewsletter.

Half Page 300 x 600
Runs in the upper right side of the page

* Choose from 4 ad sizes, found in various locations throughout the website.

Let’s work together to achieve the most effective results for your campaign.

Michelle Hoar
DIRECTOR
ADVERTISING & PUBLISHING

604-689-7489
adsales@thetyee.ca