

The Tyee allows you to reach mature, highly-educated British Columbians & Canadians, actively engaged in their communities, who seek online coverage of issues that matter to them.

BC's best independent online connection.

HIGH VISIBILITY The Tyee has an audience of up to 200,000 unique visitors/month and counting. This includes nearly 20,000 subscribers who receive our headlines by email, more than 19,000 registered commentors, more than 12,000 Twitter followers and 3,000 fans on Facebook.

AN INFLUENTIAL, QUALITY READ The Tyee is BC and Canada's cutting-edge source for news and views. We get behind the scenes, break stories, and keep other media on their toes.

A VALUED VOICE Regardless of political stripe, our readers trust us to provide intelligent and credible journalism that takes seriously the need for healthy economies, environmental sustainability, and social equality.

“ADVERTISING IN THE TYEE GETS RESULTS. *Here's what some of our advertisers say:*”

“The response to our ads on The Tyee has been extremely positive. It puts our books in front of the reading audience we are seeking. Even in tough times, The Tyee is one ad that is consistently on our list.”

EJ Hurst

MARKETING CO-ORDINATOR,
 NEW SOCIETY PUBLISHERS

"Advertising with The Tyee was not only pleasurable, easy, and inexpensive, but our ads performed far better on The Tyee than they did with major Canadian and American newspapers. We'll definitely advertise again, and again and again!"

Stacey May Fowles

DIRECTOR OF CIRCULATION
 AND MARKETING
 WALRUS MAGAZINE

Recent Recognition



EDWARD
 R. MURROW
 AWARD (NA), 2011

The Tyee is the first Canadian non-broadcaster to win this prize, one of the most prestigious prizes in journalism. The Tyee also won this award in 2009.



WEBBY HONORABLE MENTION (INTL), 2010, 2009

The Tyee was honoured for Best News in 2010, and 'The Hook' for outstanding journalism in the 'Blog-Political' category, alongside heavyweights such as *TIME*, *Vanity Fair*, and *BBC*, in 2009.



EXCELLENCE IN JOURNALISM AWARD (CDN), 2009

This is the highest Canadian prize in journalism. The Tyee won in the Small, Medium or Local Market category. We also received an Honourable Mention in 2011 and 2007.

BCBusiness

BC BUSINESS MAGAZINE, 2009

The Tyee was featured in their "Top Ten Innovative Companies" list, referred to as a "groundbreaking online news magazine," sharing the honour with established BC leaders like Lululemon & Vancity.

“Lively, fearless and hard-edged. The Tyee is just the kind of media this country needs.”
 - Naomi Klein

Who reads The Tyee?

Over 3,300 readers completed our May 2011 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)

AGE %

Under 35	18
Over 35	63

HOUSEHOLD INCOME %

\$100K +	6
\$60K – 99K	34
\$30K – 59K	27

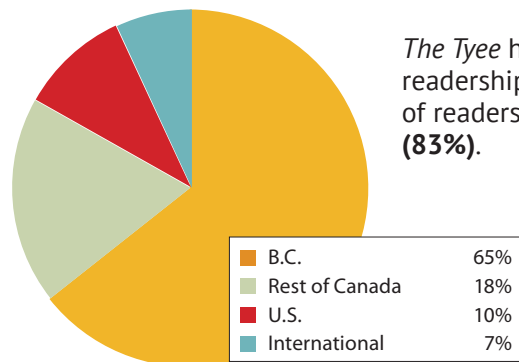
ACTIVITIES %

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 %

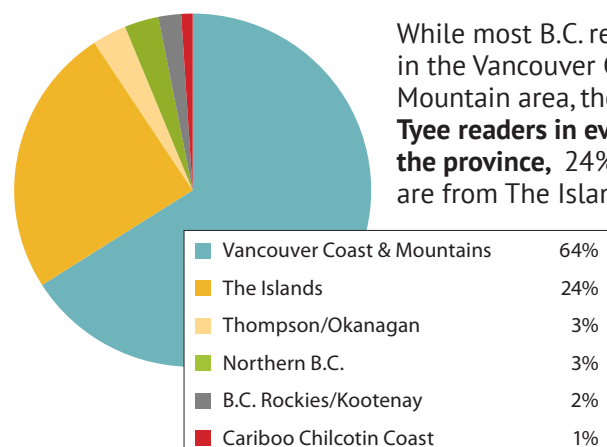
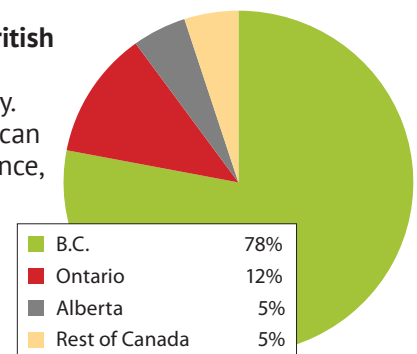
Unionized Professional/Employee	26
Non-Union Professional/Employee	25
Executive/Manager/Business Owner/ Self employed	11

GEOGRAPHIC DISTRIBUTION



The Tyee has a global readership, but the majority of readers are **Canadian (83%)**.

Of Canadian readers, **British Columbians** make up a significant 78% majority. Our remaining readers can be found in every province, notably **Ontario and Alberta**.



While most B.C. readers are in the Vancouver Coast & Mountain area, there are **Tyee readers in every part of the province**, 24% of whom are from The Islands.

The Tyee gets between 600,000 - 800,000 pageviews and between 150,000 - 200,000 unique visitors per month. Every day our site traffic and readership grow.



Run your campaign across the whole Tyee site, geo-target to **BC** or **Metro Vancouver**, or to one of three channels: **Home, News & Views** and **Arts & Culture**.

Advertise in our **eNewsletter** to have your campaign sent directly to our most engaged and loyal readers – a surefire way to drive results.

Our weekly and daily eNews have nearly **20,000 subscribers**. Only **one ad is sold per week**, so your message commands attention.

Let us create effective **online contests** that tap into our **social media** channels, boost performance, and **generate new leads**.

Talk to us about our **digital ad services** – in-banner video, expandable ads, dynamic RSS ads and more – to increase your engagement with Tyee readers.

There's a solution for every budget and marketing need on The Tyee. We would love to book a time to talk about your campaign ideas.

More Recognition



JACK WEBSTER AWARDS (BC)

The Tyee was a finalist for two awards in 2009: Excellence in Online Journalism and Community Journalism.



CANADIAN ONLINE PUBLISHING AWARDS

The Tyee was awarded three top prizes in 2009: Best Website Design, Best News, and Best Community Feature.

Leaderboard 728 x 90 (WxH pixels)

Runs across the top of all Tyee pages.



Choose from 3 ad sizes, found in various locations throughout the website.

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.

Wide Skyscraper

160 x 600

Located in the central column at the bottom of the page on the homepage, sections pages and topic pages.

WHY THE TYEE?

Because your message deserves a smart, responsive audience, and our award-winning coverage and commentary keep that audience coming back every day.

- **DESIRABLE AUDIENCE** Tyee readers are highly educated, savvy, discerning, and actively engaged in their communities.
- **CLEAR PERFORMANCE REPORTING** Track your campaign with Tyee generated email reports or through an easy-to-access online account that lets you monitor performance stats whenever you like.
- **OPTIMIZATION** Run multiple ads simultaneously, equally distributing the overall campaign's impressions. Then let us figure out which ads perform best to optimize the rest of your campaign.
- **FLEXIBILITY** Target your ads to different geographic regions or channels to maximize visibility to your target market.
- **CUSTOMIZED SERVICE** Talk to us about your marketing goals, and we'll help you build a strong, successful campaign. There's more to Tyee advertising than just static ads. Talk to us about contests, event sponsorship, rich media options and social media outreach.

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

Meaghan MacDonald
ADVERTISING ASSOCIATE

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