



OVERVIEW

demographics

OPTIONS

ad specs

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

“ADVERTISING IN THE TYEE GETS RESULTS. Here’s what some of our clients say:”

“The Tye 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 Tye 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

HIGH VISIBILITY

Website

The Tye 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 Tye 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 Tye.” In fact, Tye readers like what we do so much that a growing number of them are signing on as Tye 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 Tye yield a significantly higher click through rate than elsewhere.

AN INFLUENTIAL, QUALITY READ At The Tye 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



WEBBY HONOURABLE MENTION (INTL), 2010, 2009

“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)

AGE

	%
Under 35	18
Over 35	63

HOUSEHOLD INCOME

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

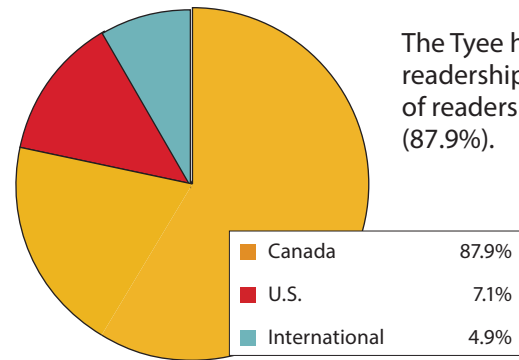
ACTIVITIES

	%
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

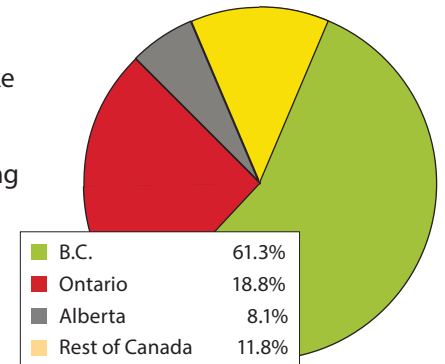
	%
Unionized Professional/Employee	26
Non-Union Professional/Employee	25
Executive/Manager/Business Owner/ Self employed	11

GEOGRAPHIC DISTRIBUTION

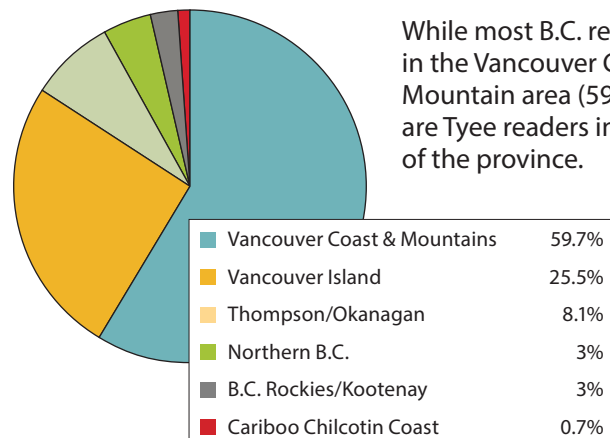


The Tyee has a global readership, but the majority of readers are Canadian (87.9%).

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.



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.

Tyee Presents

- 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.

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

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



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

Michelle Hoar
DIRECTOR

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ADVERTISING & PUBLISHING