



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, independent coverage of the issues that matter to them.

“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

HIGH VISIBILITY

Website

The Tyee gets between 500,000 & 700,000 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 46,000 Twitter followers and 15,000+ 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. We have over 19,000 registered commentators on our news website. More than 80% of readers surveyed agree that, “no one compares to the Tyee.” Our CTR rate averages twice the industry standard, with some campaigns achieving 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



WEBBY HONOURABLE MENTION (INTL), 2010, 2009

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

Who reads The Tyee?

Over 2,700 readers completed our most recent online survey. The survey’s findings? Tyee readers are:

- highly educated (74% have post-secondary education of some kind)
- active, informed and environmentally conscious (95% seek out ethical products)
- pursue further knowledge (64% attend professional or academic certification courses & continued education)
- global/local community minded(86% regularly or frequently attend speaker events and public dialogues)

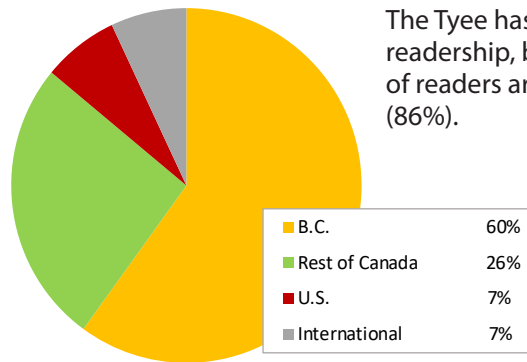
AGE	%
Under 35	26
Over 35	74

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	95
Spent time gardening	74
Went to the movie theatre	70
Attended a conference or speaker event	86
Volunteered	68
Attended a concert	92
Purchased airline tickets	64
Written to a policy-maker or a politician	63

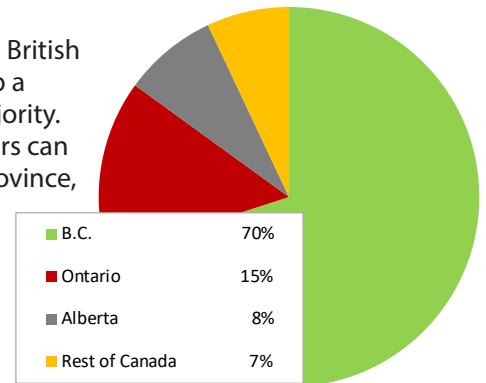
PROFESSION	%
Unionized Professional/Employee	16
Non-Union Professional/Employee	29
Executive/Manager/Business Owner/ Self employed	14

GEOGRAPHIC DISTRIBUTION

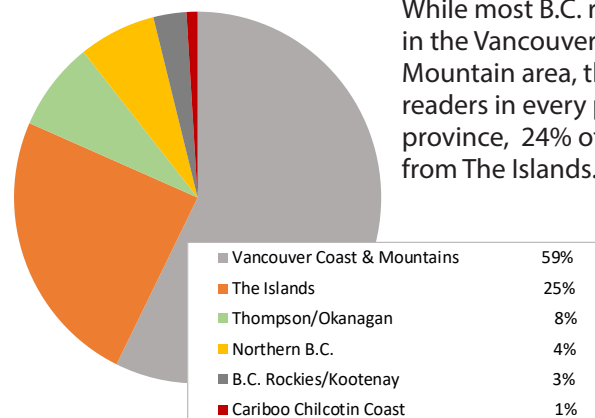


The Tyee has a global readership, but the majority of readers are Canadian (86%).

Of Canadian readers, British Columbians make up a significant (70%) 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.



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 static banner ads, to expandables, 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 and organizations that make them happen.

Please contact us to discuss how The Tyee's trusted voice can help deliver the most effective results for your campaign, event, or ongoing programming. Case studies available on request.



CUSTOM
EMAIL

Client: UNHCR Canada
Campaign: Mosul Relief
Time: Fall 2016



SPONSORED
POLL

Client: Fair Vote Canada
Question: Proportional
Representation: yes or no?
Time: Spring 2013



CUSTOM
CONTEST

Client: Vancity Credit Union
Event: Food Cart Fest
Time: Summer 2015

Leaderboard 728 x 90 px

Runs across the top of all Tyee pages.



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

Big Box (4 zones) 300 x 250 px

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 px

Runs in the upper right side of the page