

THE TYEE

Independent journalism.
Reader funded. National reach.

Trevor Battye

trevor@tbasales.ca

778-773-9397

About us

For over 20 years, The Tyee has been a trusted voice from the West Coast with a national reach. Our award-winning reporting has changed laws and sparked movements — all without a paywall.



Pageviews
1M+
Average monthly

Website Visitors
450k
Average monthly

Subscribers
81k
All eNewsletters

Open Rate
48%
All eNewsletters

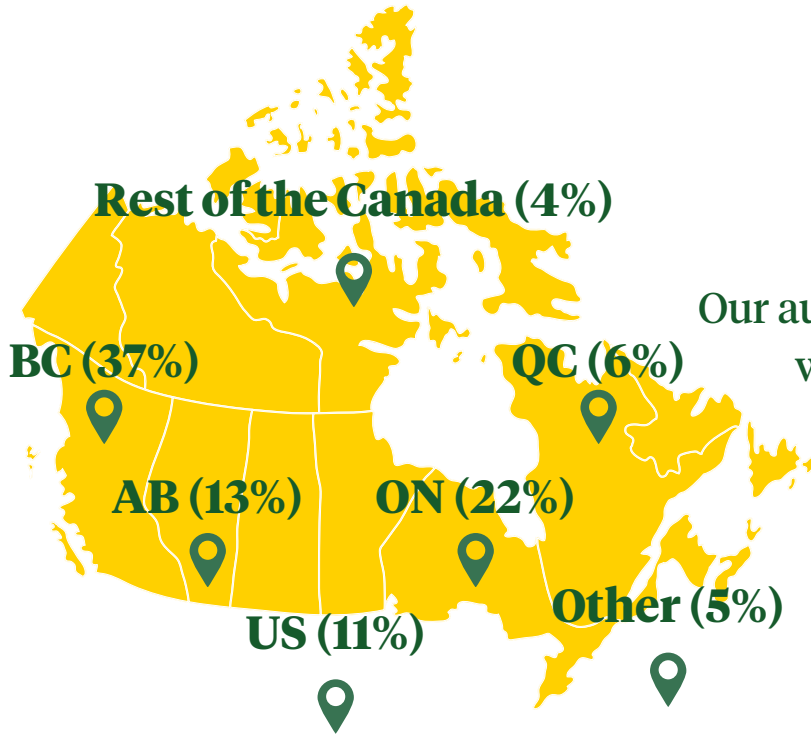
Why partner with us?

We connect you with a community of engaged readers — lifelong learners who care deeply about society, climate, education, and culture.

Tyee readers don't just consume stories; they invest in them. They're socially conscious, value-driven, and committed to supporting the causes they believe in.



Audience Snapshot



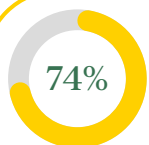
National reach

Our audience spans across Canada, with our largest reach in British Columbia.

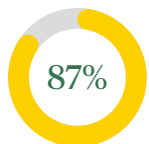
(2024-2025 Analytics)

50% of our budget

comes from our readers, generating \$1M+ annually since 2022.



surveyed readers completed their Post secondary education

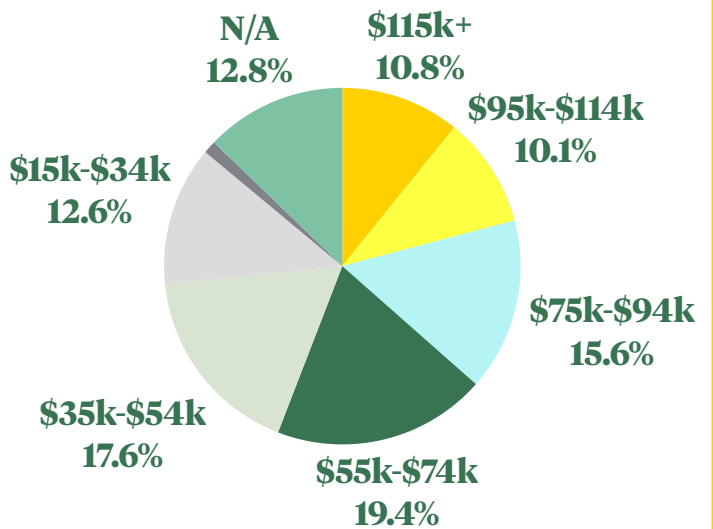


surveyed readers say their communities are reflected in The Tyee's coverage



surveyed readers agree that "no one compares to The Tyee"

Readers' annual income



63% of our surveyed readers are financially comfortable.

Opportunities to Engage Our Audience

Real people.
Real solutions to your marketing

Display ads

We offer an IAB-standard Big Box (300x250) ad format online. Capture the attention of your target customers with exclusive ad space in our eNewsletters and website.



We also offer Custom Content

We create multi-platform campaigns that engage

- Original storytelling articles
- Social promotions (LinkedIn, BlueSky & Mastodon)
- Customized contests
- Lead generations

Tyee Presents

A dedicated section spotlighting partner stories, events and initiatives that align with our readers' interests and values.

Weekender Boost: Art, Ideas & Culture



The Weekender brings readers creative conversations, striking visual work and standout cultural stories from leading Tyee writers including Harrison Mooney, andrea bennett and Crawford Kilian. It also features culture editor Dorothy Woodend's popular "Three Things" that alerts you to unmissable goings-on in our corner of the world.

Add a Weekender Boost to extend the impact of your Tyee Presents campaign.

- Weekender eNewsletter feature
- Republished over the weekend
- Dedicated home for culture coverage
- Diverse, intergenerational audience

Our Partners

Arts and Culture



Education



Labour



“

As a multi-year media partner, The Tye has consistently provided us a unique and effective platform to promote our literary events on. Their audience are thoroughly engaged, the advertising opportunities are bespoke and well-considered, and we're proud to see our brand enter new demographics with each and every campaign.

**Ariel Hudnall,
Festival Marketing Director
Vancouver Writers Fest**

”

“

We've been advertising with The Tye for 3+ years and it has been a great experience. We've found them to be an incredible partner in reaching culturally engaged, creative thinkers. We've seen strong engagement from our campaigns, and their team is always professional, responsive, and easy to work with. They genuinely care about helping their partners succeed!

**Jenn Xu BA,
Marketing Officer
Emily Carr University**

”

Connect with us

We're selective about our partnerships and work with those whose values and mission align with ours. We work together to curate opportunities that meet your campaign needs, including sponsored content, contests with opt-in to grow your email list, and various eNewsletter products to reach our engaged, values-driven audience. Get in touch to learn more.

Trevor Battye

trevor@tbasales.ca

778-773-9397