



# **MEDIA KIT 20 20**

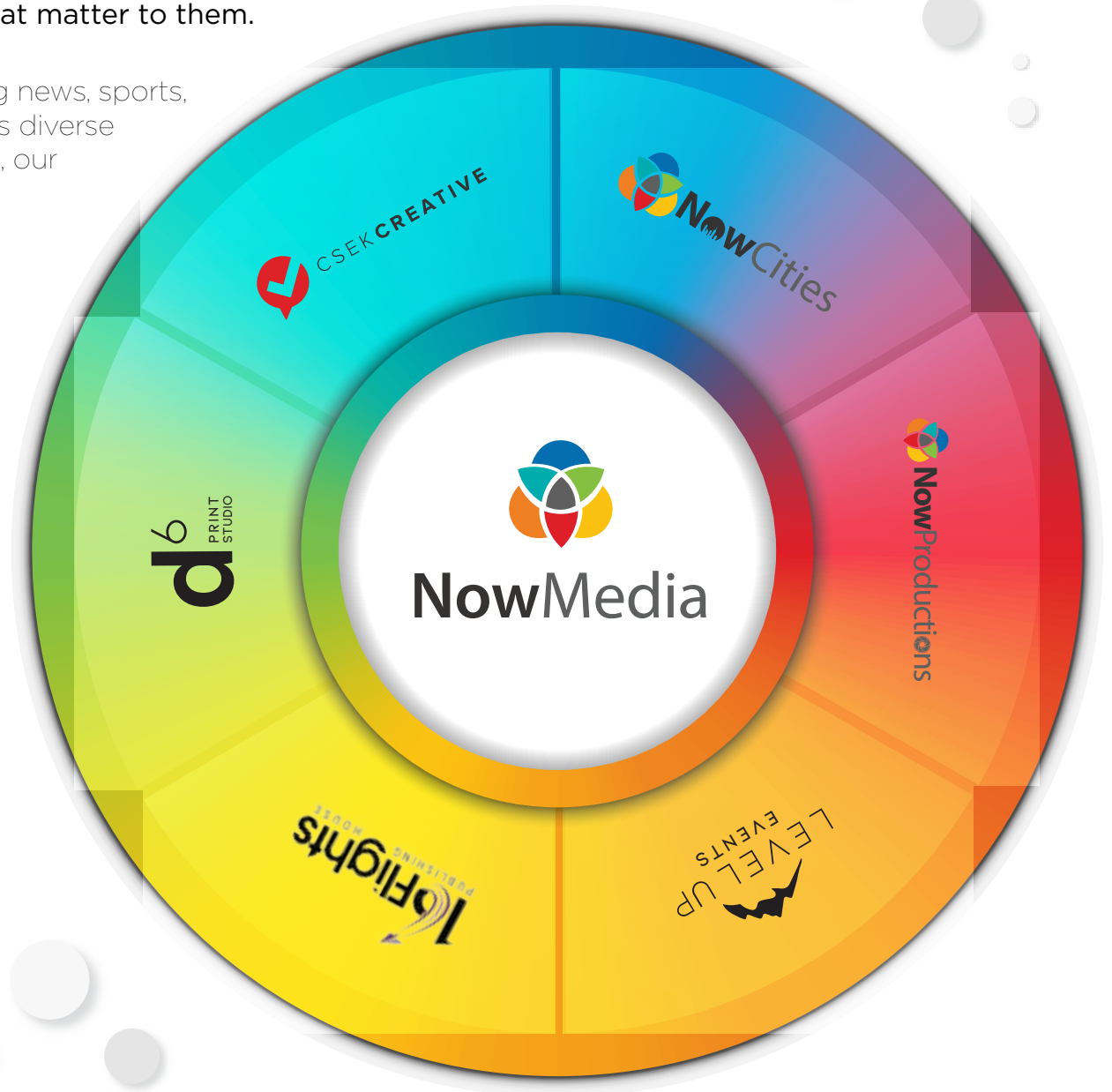
COMMITTED TO PROVIDING THE STUFF  
THAT MATTERS TO OUR COMMUNITIES

# WHO WE ARE

At NowMedia, our goal is simple: to bring our readers timely, relevant content about the things that matter to them.

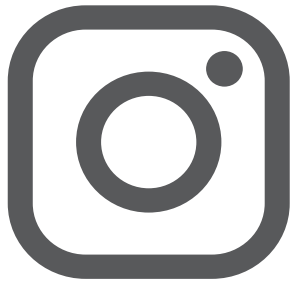
NowMedia covers a variety of topics including news, sports, events, lifestyle and more. While the content is diverse and the way it's delivered continues to evolve, our drive to bring communities the information that's important to them remains constant.

What makes us unique, is that we are the ONLY locally owned media platform in the Okanagan Valley and we have the support of a full 360° agency behind us.



# SOCIAL MEDIA

NowMedia has a significant social reach throughout the province, including the largest social media impact in the Okanagan.



**51.1k**



**81.7k**



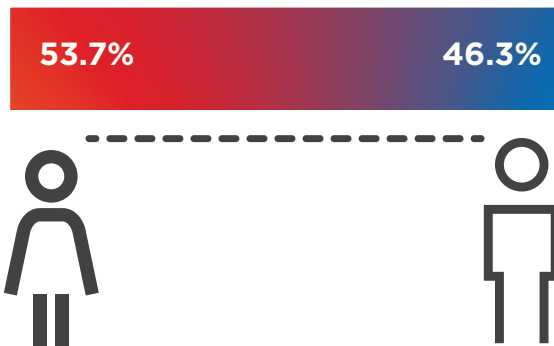
**21.2k**

Stats current of Jan 2020. Total across all NowMedia social platforms.

# DEMOGRAPHIC PROFILE

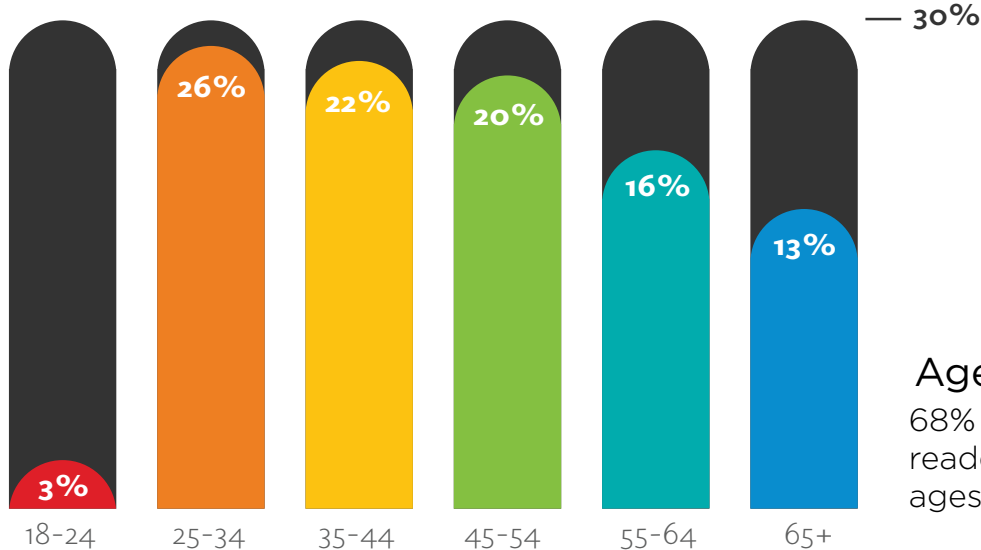
## Gender Mix

53.7% of NowMedia users are female and 46.3% are male.



## Mobile Users

67% of NowMedia users use our services via a mobile device.

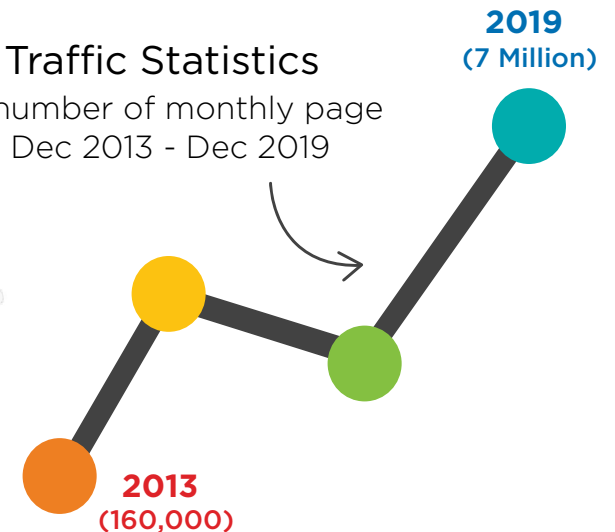


## Age of Viewers

68% of NowMedia readers are between the ages of 25 and 54.

## Web Traffic Statistics

Total number of monthly page views: Dec 2013 - Dec 2019



# THE NOW PLATFORM DELIVERS



**1.8M**  
Sessions/month

**8.6M**  
Page Views/month

**1.19M**  
Users/month

**1:25**  
Time on Site

**1.13M**  
Facebook  
Reach/month

**1.5M**  
Facebook  
Engagement/month

Stats current as of Jan 2020. Total across all NowMedia social platforms.

# OUR SITE CONTENT

As a 360° agency, we create and distribute through multiple platforms.



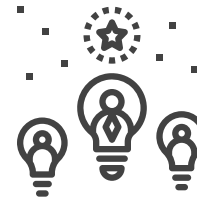
**NEWS**



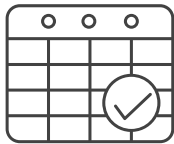
**FOOD +  
LIFESTYLE**



**WEATHER**



**CONTESTS**



**EVENTS**



**SPORTS**



**MUSIC**



**BIZ + TECH**



**VIDEO**



**REAL  
ESTATE**



**CANNABIS**

# GOAL BASED ADVERTISING OPPORTUNITIES



## Increase Social Presence

1. Organic Instagram Post
2. Social Media Contest

## Brand Awareness Campaign

1. Display Advertising  
(Leaderboard, Square or Skyscraper Display Ads, Homepage Takeover, Category Sponsorship, Events Page Sponsor)
2. Newsletter Ads
3. Brand Awareness Campaign  
(Display Ads, Newsletter Ads, Content Article, Contesting and Social Media post)

## Drive Traffic to Website

1. Csek Creative PPC Campaign
2. Swipe-Up  
(KelownaNow only)

## Educate Audience (who we are, what we do)

1. Get Local Business Feature  
(option to add-on video)
2. Sponsored Content Article  
(option to add-on video)
3. Local Eats Contest Article  
(option to add-on video)
4. Advertorial Article  
(client written)
5. Contributed By Column  
(client written)

## Show Audience What We Do

1. Rich-Media Article
2. Experience the Okanagan or Staycation (if applicable)
3. 'Eat this Now' Video  
(if applicable)
4. Corporate Video creation

## Promote Events / Gather People

1. On Location Instagram Stories
2. Newsletter Ads
3. Digital Contesting
4. Social Media Contesting
5. Pre-event Article  
(option to add-on video)

## Amplify Content

1. Repost content on Now Platforms
  - KelownaNow
  - KamloopsNow
  - PentictonNow
  - PrinceGeorgeNow
  - VictoriaNow
  - VernonNow
2. Boost outside of Now Platforms
3. Swipe-up to content article on Instagram (KelownaNow only)

# LEVERAGE THE NOW PLATFORMS VOICE IN COMMUNITIES



Instagram - 34K Followers  
Facebook - 57.7K Followers  
Twitter - 17.4K Followers  
Daily Newsletter Subscribers (Monday-Sunday) - 12.5K  
Weekend Newsletter Subscribers (Saturday-Sunday) - 18K  
Monthly Site Traffic - 6M+



Instagram - 8.2K Followers  
Facebook - 17K Followers  
Twitter - 3.2K Followers  
Daily Newsletter Subscribers (Monday-Sunday) - 2.3K  
Monthly Site Traffic - 1.8M+

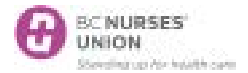


Instagram - 3.5K Followers  
Facebook - 3.3K Followers  
Daily Newsletter Subscribers (Monday-Sunday) - 3K  
Monthly Site Traffic - 216K+

\*Not included on list:  
PrinceGeorgeNow,  
VictoriaNow  
and VernonNow



# FRIENDS WE'VE WORKED WITH





**NowMedia**  
**CONNECT WITH US**

**KELOWNA**

Suite 1600 - 1631 Dickson Ave  
Kelowna, BC V1Y 0B5  
Canada

**KAMLOOPS**

#1100 - 235 1st Avenue  
Kamloops BC V2C 3J4  
Canada

**ADVERTISING INQUIRIES**

[sales@nowmediainc.com](mailto:sales@nowmediainc.com)  
1.250.862.8010

**NEWS TIPS/PRESS RELEASES**

[news@nowmediainc.com](mailto:news@nowmediainc.com)