



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 advertisers say:”

“Our digital campaign with the Tye was a big success. We saw a jump in bookings and significant growth in our customer database. The traffic and conversions exceeded our expectations. Working with The Tye team was a pleasure. We look forward to our next campaign!”

Shane Richards,  
Ocean Village Resort, BC

“We were thrilled with the enthusiasm that Tye readers showed for our cause. The number of responses to our proportional representation poll was well beyond our expectations, and the growth in our eNewsletter list was something that would have taken us a great effort to achieve on our own.”

Anita Nickerson,  
Fair Vote Canada, ON

### HIGH VISIBILITY

#### Website

The Tye gets between 800,000 & 1,000,000 pageviews and between 200,000 & 400,000 unique visitors per month.

#### Email

Place an exclusive ad in our e-newsletter and have your message sent directly to 25,000+ of our most engaged and loyal readers.

#### Social

We have 32,000 Twitter followers and 5,000 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. We have over 19,000 registered commentators on our news website. More than 80% of readers surveyed agree that, “no one compares to the Tye.” Our CTR rate averages twice the industry standard, with some campaigns achieving significantly higher CTRs.

**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

*“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 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)

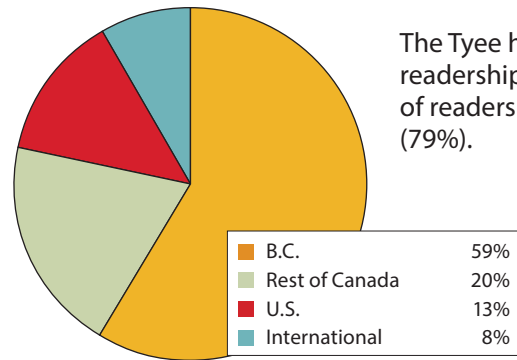
AGE	%
Under 35	18
Over 35	63

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

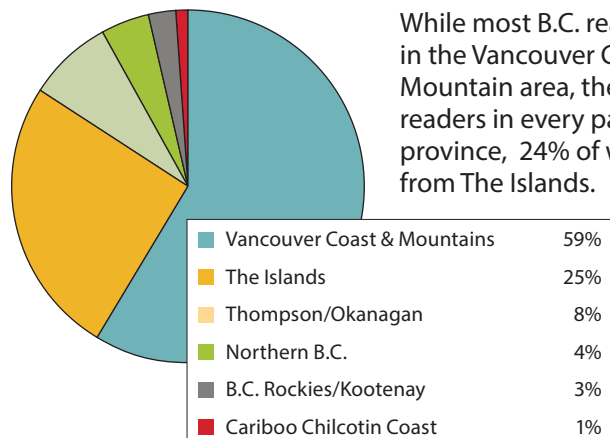
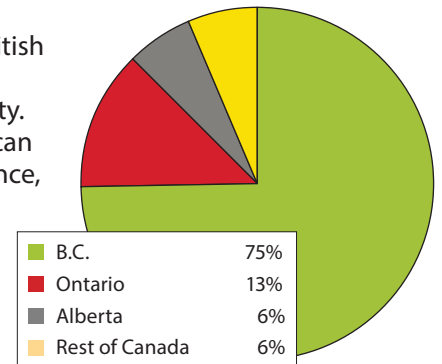
PROFESSION	%
Unionized Professional/Employee	26
Non-Union Professional/Employee	25
Executive/Manager/Business Owner/ Self employed	11

### GEOGRAPHIC DISTRIBUTION



The Tyee has a global readership, but the majority of readers are Canadian (79%).

Of Canadian readers, British Columbians make up a significant (75%) 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 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 2013

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