



LEVERAGE OUR VOICE TO MEET YOUR GOALS



MEDIA KIT 2020

LEVERAGE OUR VOICE



Facebook

91K

Followers

2.54M

Post Reach/month

1.64M

Post Engagement/month



Instagram

57K

Followers

556K

Impressions/month

902K

Reach/month



Twitter

22K

Followers

816K

Post Reach/month

2K

Profile Visits/month



Website

11M

Traffic/month

179.7%

YOY Increase



Newsletter

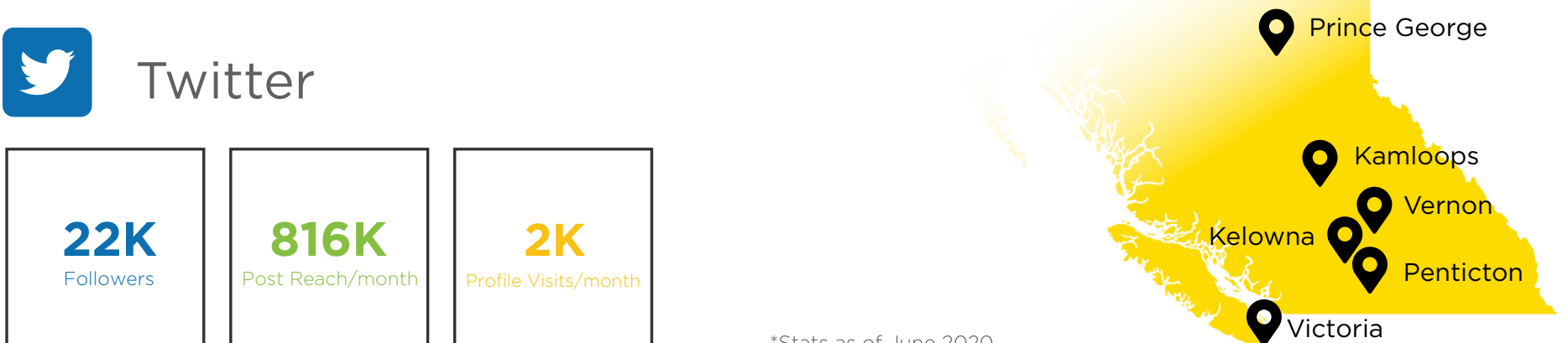
16.6K

Daily Subscribers

22.2K

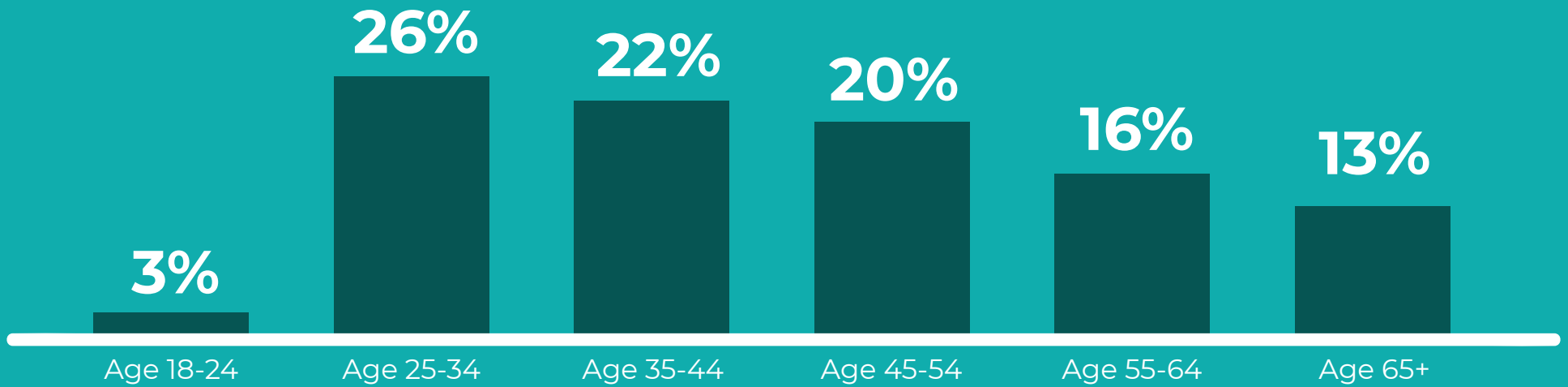
Weekend Subscribers

Data in this graph is presented by the cities listed here



*Stats as of June 2020

OUR DEMOGRAPHIC



Male



Female



Mobile Users

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

WHO WE ARE

We Are Local

We understand the local market better than most, because we are locally owned and operated.

Our Values

We are a softer voice that cares about community. We lean positive, we care, our coverage shows that.

Partner With Us

Align your brand with a local media outlet that puts community first.

How We Compare



Facebook COMPETITORS
As of June 2020

TOTAL INTERACTIONS LIKES 139,093 COMMENTS 85,924 SHARES 81,278

405,943

SHARE OF VOICE		INTERACTIONS	POSTS	RATE	
29%		KelownaNow	117,913	985	0.20%
19%		Castanet	75,325	687	0.26%
14%		CHBC - Glob...	56,862	1,310	0.08%
10%		iNFOnews Ka...	41,291	862	0.21%
8%		KamloopsNow	31,998	705	0.25%
6%		iNFOnews Ke...	26,199	832	0.14%

Source: Crowd Tangle

FRIENDS WE'VE WORKED WITH



PRODUCT CATALOGUE

BRANDED CONTENT PROCESS MAP

1

Starting Now!

This is the step where we get to understand your goals. Brief is completed by the client. This brief is shared with the appropriate team member.

2

Brainstorm Session

Our team will look at the campaign objectives and come up with the most effective execution.

3

Published!

The campaign has been published. Content is amplified (if applicable).

4

Review and Report

Post campaign report is sent out.

1. Creative concepts pitched to the client.
2. Client Approval.
3. Content Draft Created.
4. Client Revisions. (if applicable)
5. Final Approval.

SPONSORED CONTENT ARTICLE

We know our readers the best. Our content writers will use their experience and our brand voice to tell your story in the most effective way to get your message across. We will use our positive brand voice and leverage our social reach to reach your campaign objectives.

What do you get:

- Article hosted on platform indefinitely
- Article posted on Facebook
- Article posted on Twitter
- Content strategy
- Includes 1 round of revisions
- Guaranteed Cost Per Read Model
- Swipe-up Article (on KelownaNow only)
- Posted to NowMedia LinkedIn Channel

Estimated Full Production Time:

2 - 3 weeks, contingent on client communication.



ADVERTORIAL CONTENT

Advertorial content is entirely client produced content, which provides full content control and a quick turnaround time!

What you get:

- Article hosted on Now Platform indefinitely
- Posted through Facebook
- Posted through Twitter
- No revisions, but will be subject to final approval from NowCities team
- Includes 500 guaranteed reads



Estimated Production Time:

3 - 5 days

BRANDED ANNOUNCEMENTS

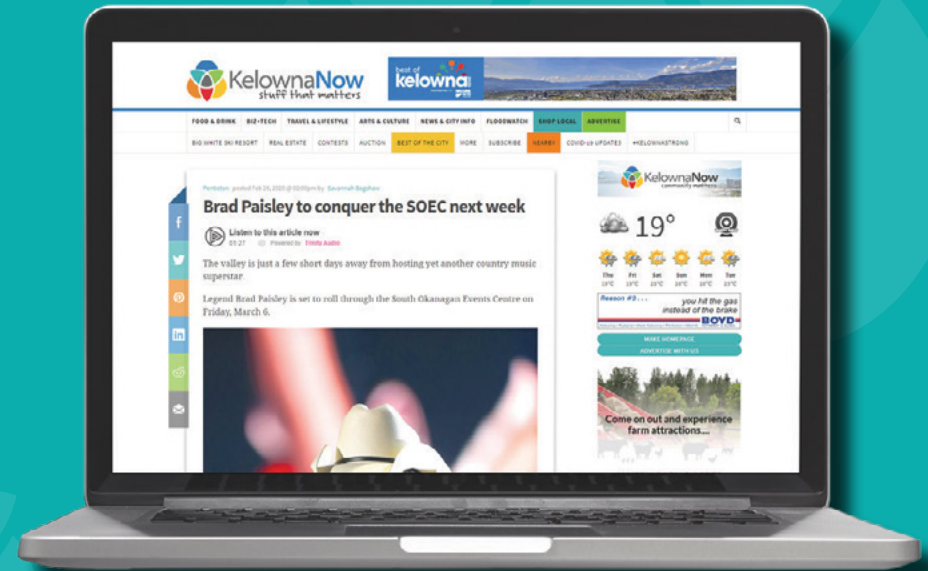
We utilize a simple template to produce quick stories for businesses looking to announce an event, a sale, hiring opportunities or a grand opening. We will take the information provided and announce it to our readers!

What do you get:

- Article hosted on Now platform indefinitely
- Posted through Facebook
- Posted through Twitter
- No Revisions
- No guaranteed reads
- Swipe-up on Instagram (if applicable) to article
- Link to website

Estimated Production Time:

4 days



BRANDED VIDEOS

Basic Video Add-on:

- Content strategy and basic storyboard to add-on to an existing written content article.
- No Revisions
- Content belongs to NowCities
- Distribute through Facebook Page
- Maximum 2-hour Shoot
- One Location



Branded Video:

- Content strategy and storyboard with shot-list
- Includes 2 rounds of revisions
- Distribute through Facebook, Youtube and Instagram
- Amplification
- Cost per video view



Estimated Production Time:

2 - 3 weeks

Our video team sees the world through a creative lens, and can tell your business story through rich videography, exemplifying shares and clicks to get your content in front of as many people as possible.



DISPLAY ADVERTISING

A great opportunity for brand awareness, feature your brand on NowCities webpages or in the daily newsletters using rich-media banners that drive traffic directly to your website.

Ad placements:

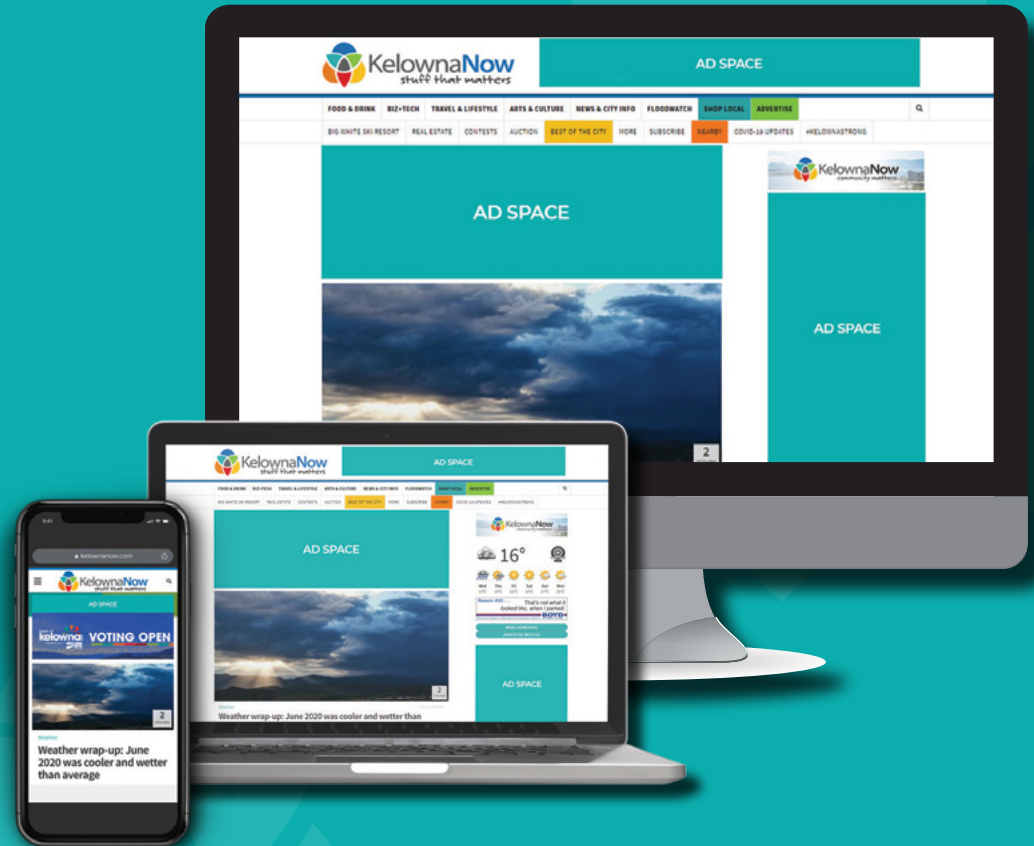
- Homepage
- Run Of Site
- Takeover
- Newsletter
- Category Sponsor

Sizes available:

- 728 x 90
- 300 x 250
- 970 x 250
- 300 x 600

Estimated Production Time:

5 days, contingent on client providing creative files



ORGANIC INSTAGRAM POSTS

Leverage the reach of our rapidly growing Instagram channels by showcasing your custom content in our feed. Our social team will manage the creative captions and publishing of photos or videos, and ensure it gets the engagement it deserves.

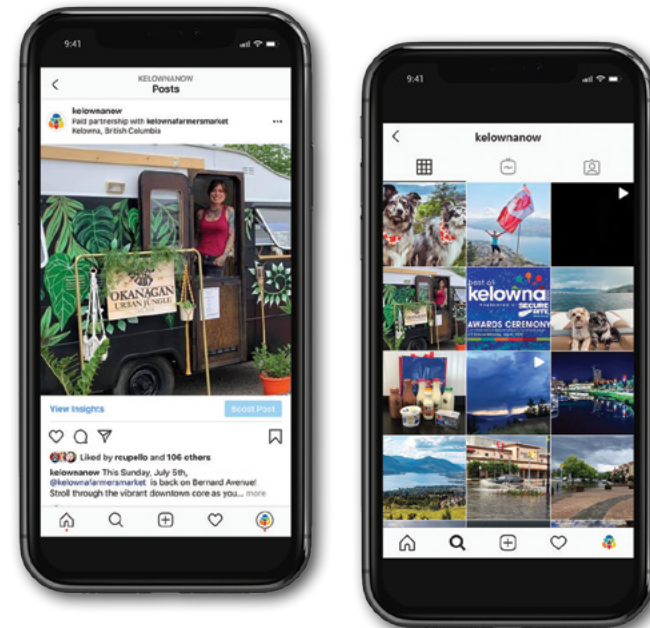
What you get:

- One Video or Photo post on NowCities platform Instagram Feed
- Post hosted indefinitely on select platform's Instagram feed
- Opportunity for Carousel posts
- Max of 3 hashtags and/or handle tags

* client must have access to their business Instagram account and add Now platform as brand partner (instructions to be provided)

Estimated Production Time:

1 week



KELOWNA
E RIDE
THE FUTURE IS
ELECTRIC

KELOWNA FARMERS'
& CRAFTERS' MARKET

BC
Milk

INSTAGRAM STORIES

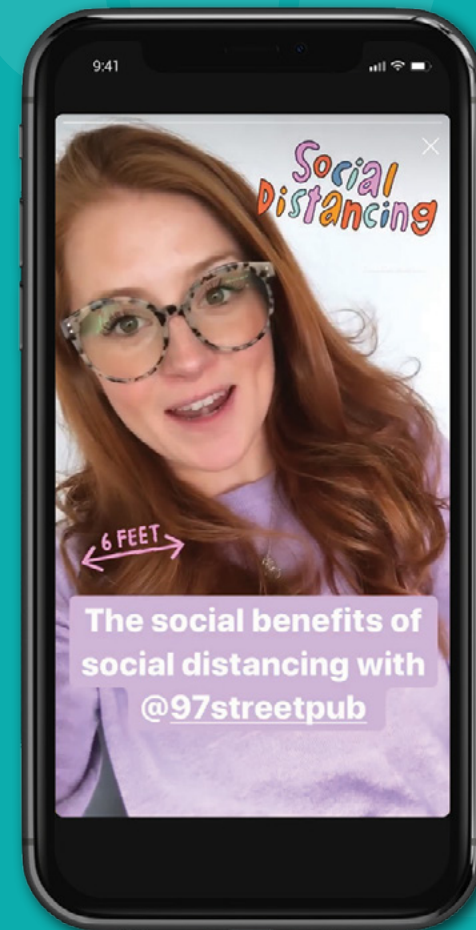
Leverage the massive reach of the KelownaNow Instagram following, and drive traffic directly to your content or website!

What do you get:

- Photo or Video (15 sec or less) Post on Instagram Story
 - Live for 24 hours from publishing time
 - Swipe-up to a link
 - Client handles and hashtags included
- *only application on KelownaNow

Estimated Production Time:

1 week



Social Contest:

- Contest posted on Now platform Instagram OR Facebook
- NowCities will monitor entries and choose winner(s) at random
- Co-ordination of prize pick-up
- Contest Report
- Add-on Opportunity - Follow Requirement to Enter

Estimated Production Time:

1 - 2 weeks

FLAMAN
Fitness

illuminate
skin care and esthetics



Great Okanagan
BEER
FESTIVAL

Digital Contest:

- Article hosted on Now platform with contest form
- NowCities will monitor entries and choose winner(s) at random
- Co-ordination of prize pick-up
- Contest Report
- Add-on Opportunity - Collect opt-in data
- Add-on Opportunity - Rich-Media Contest

Estimated Production Time:

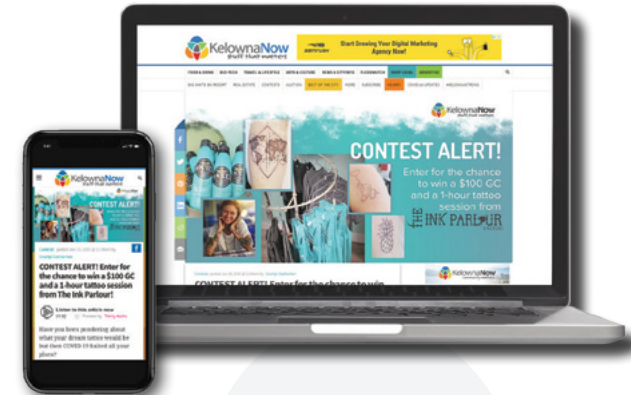
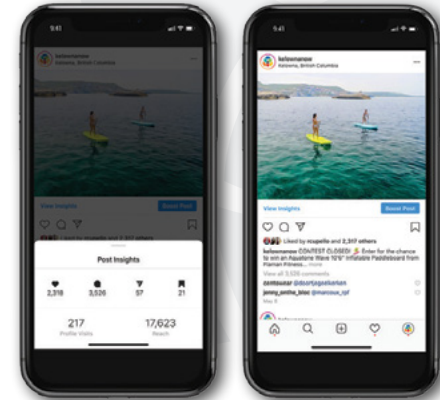
1 week

THE INK PARLOUR
TATTOO

chances

Big White
SKI RESORT
IT'S THE SNOW

CONTEST MANAGEMENT



**Tell us your goals and allow
us to customize a campaign
to reach those goals**

WE ARE THE NOWMEDIA GROUP

Our common thread between all six strategy units is that we are storytellers.

Lets get started.

We are ready to meet to understand your goals.

Tel: 250.862.8010

Email: sales@NowMediaGroup.ca

Web: NowMediaGroup.ca

Addr: 1600 - 1631 Dickson Ave
Kelowna, BC

Find us on:

