



# LEVERAGE OUR VOICE TO MEET YOUR GOALS



**MEDIA KIT 2022**

# LEVERAGE OUR VOICE



Facebook

**94K**

Followers

**2.9M**

Post Reach/month

**57K**

Post Engagement  
per month



Instagram

**77K**

Followers

**1.85M**

Impressions/month

**1.1M**

Post/Reach



Twitter

**22K**

Followers

**828K**

Post Reach/month

**13K**

Profile Visits/month



Website

**8.7M**

Users

**89M**

Page Views



Newsletter

**12K**

Daily  
Subscribers

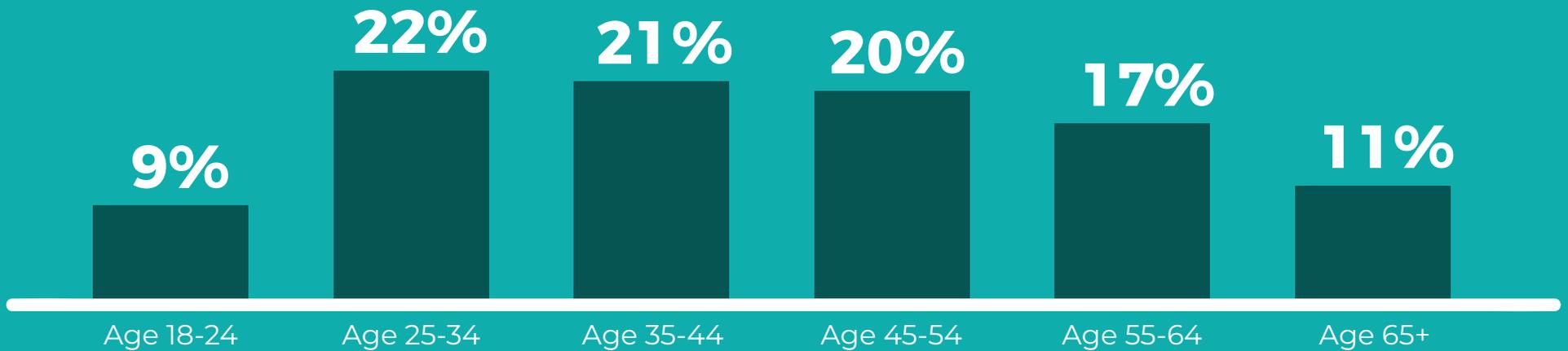
**28K**

Weekend  
Subscribers

Data in this graph is presented by the cities listed here



# OUR DEMOGRAPHIC



Male



Female



## Mobile Users

65% 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, and our coverage shows that.

## Partner With Us

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

## How We Compare



COMPETITORS  
LAST MONTH

TOTAL INTERACTIONS  
**504,299**

SHARE OF VOICE		INTERACTIONS	POSTS	RATE	
33%		KelownaNow	165,933	788	0.31%
26%		Castanet	131,092	794	0.29%
14%		iNFOnews Ka...	68,239	587	0.44%
7%		CHBC - Global...	34,212	980	0.05%
5%		Castanet Kaml...	26,426	419	0.26%
5%		KamloopsNow	26,083	550	0.23%

Source: Crowd Tangle

# FRIENDS WE'VE WORKED WITH



# BRANDED CONTENT PROCESS MAP

1

## Starting Now!

First we get to understand your goals. We create a brief based on information gathered during a discovery meeting. This brief is shared with the appropriate team members.

2

## Brainstorm Session

Our team looks at your campaign objectives and comes up with the most effective execution plan.

3

## Published!

The campaign is published. Content is amplified on our channels (if applicable). A live reporting link for social campaigns is shared with your team.

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

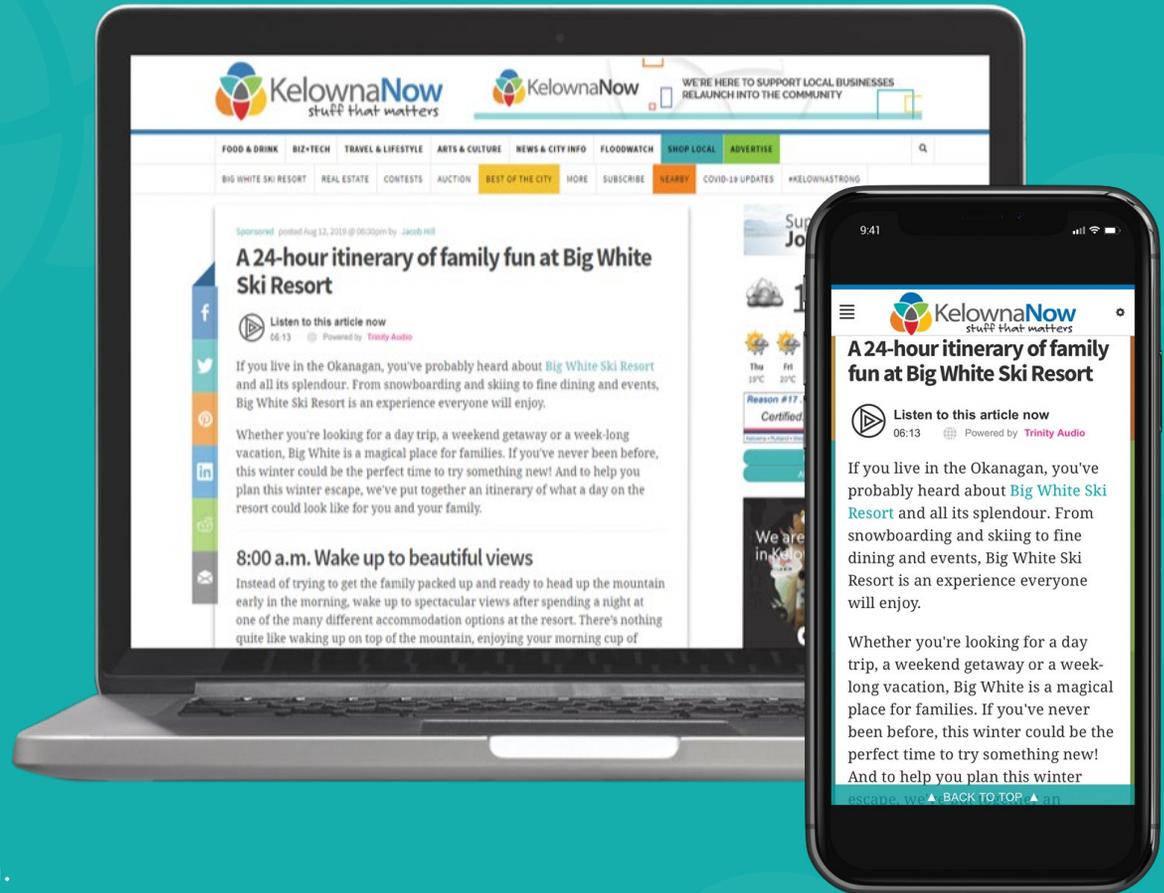
We know our readers the best. Our content writers will use their experience and our brand voice to tell your story in the most effective way to get your message across. We will use our positive brand voice and leverage our social reach to meet your campaign objectives.

## What you get:

- Content strategy
- Article hosted on the Now Platform indefinitely
- Article posted on Facebook
- Article posted on Twitter
- Instagram story with link to article
- Posted to NowMedia LinkedIn Channel
- Guaranteed Cost Per Read Model
- Includes 1 round of revisions

## Estimated Full Production Time:

2 - 3 weeks, contingent on client communication.



# ADVERTORIAL CONTENT

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

## PRESS RELEASE

We help amplify press releases or public notices on our platform. We leverage our platform to reach the broader community.

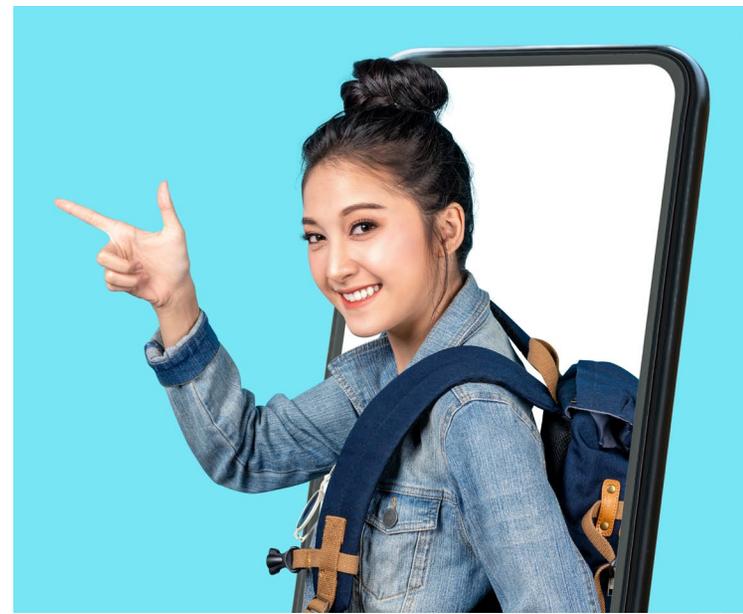
### What you get:

- Article hosted on Now Platform indefinitely
- Posted on Facebook
- Posted on Twitter
- No revisions, but will be subject to final approval from NowCities team
- Instagram story with link to content

### Estimated Production Time:

3 - 5 days





## SPREAD THE WORD

Have news the community needs to know about? We can help give your announcement the attention it deserves by sharing your press release or public notice on our NowCities platforms. You provide the content, we provide the platform. Together, we can make sure your message reaches the broader community.

### Press Release (Contributed)

10 pack - \$2500

Must be used within one year

### Public Notices\*

10 Pack - \$1500

One-off - \$300

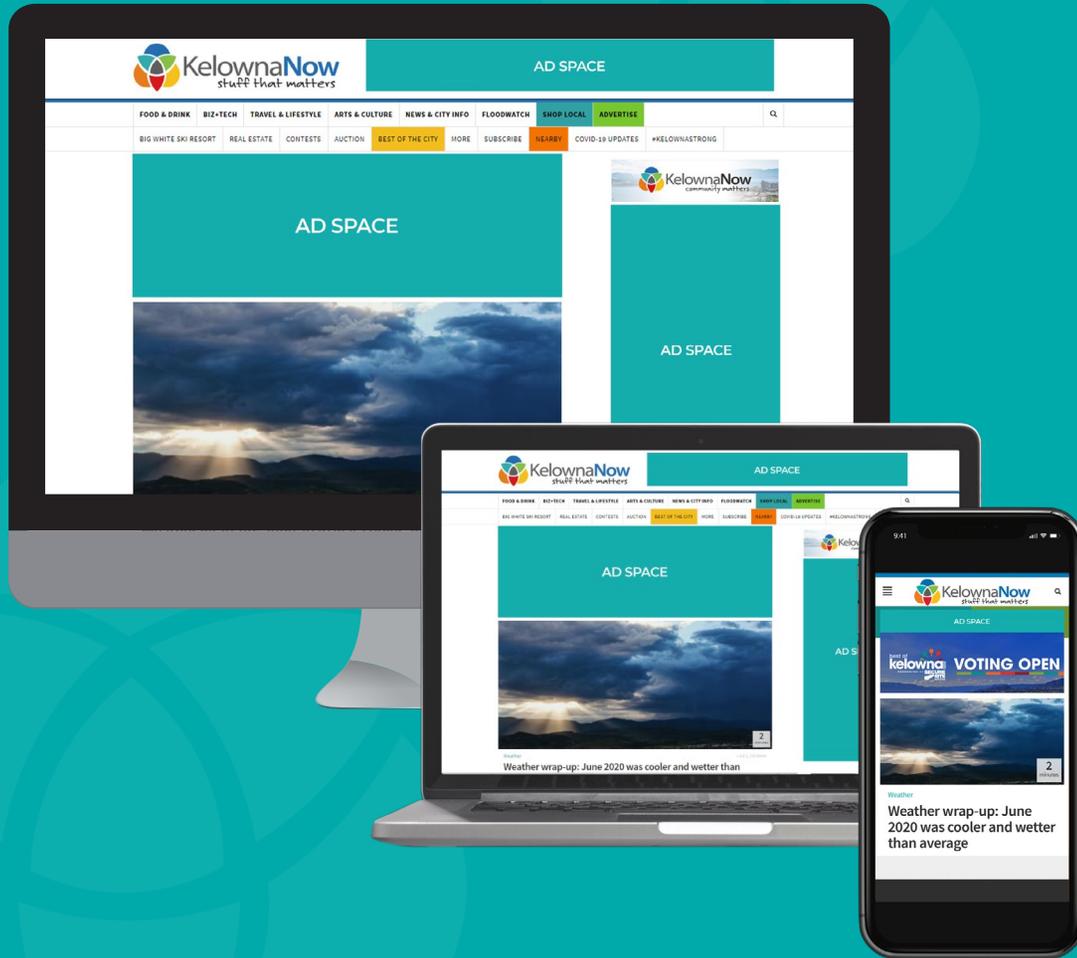
\*public notices do not go through our social channels

[NowCities.ca](http://NowCities.ca)

\*NowCities maintains editorial control. Client reviews for proof of accuracy.



# DISPLAY ADVERTISING



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

## Ad placements:

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

## Sizes available:

- 728 x 90
- 300 x 250
- 970 x 250
- 300 x 600
- 770 x 256

## Estimated Production Time:

5 days, contingent on client providing creative files

# ORGANIC INSTAGRAM POSTS

Get your message across with an organic Instagram post. Leverage the reach of our growing Instagram channels with your custom content in our feed. Our social team works with you to draft up the perfect caption to ensure it gets optimal engagement.

## What you get:

- One video or photo post on NowCities platform Instagram Feed
- Post hosted indefinitely on selected 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



# ADDITIONAL INSTAGRAM



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

## Story:

- Photo or video (15 sec or less) post on our Instagram Story
- Live for 24 hours from publishing time
- Can include a link in the story
- Client handles and hashtags included

## Reel

Maximize engagement with a reel. Use a 15-60 second video or series of clips to tell your story. Reel content must be organic in nature.

## IGTV

If 15-60 seconds isn't enough time to tell your story, use an IGTV. We leverage our existing platform to showcase your story that can be anywhere from 60 seconds to 60 minutes.

## Estimated Production Time:

5 days contingent on client providing creative files.

# CONTEST MANAGEMENT

## 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
- Entry requirement to follow your account, growing your audience

## Estimated Production Time:

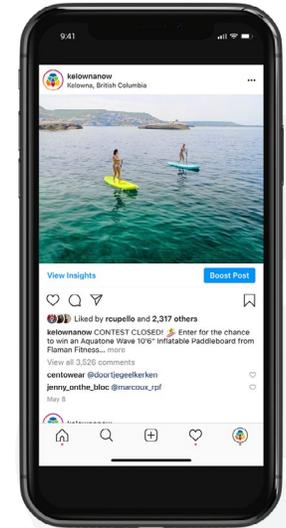
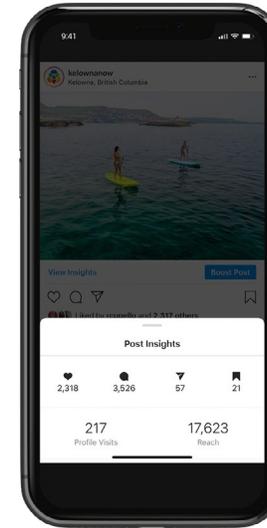
1 - 2 weeks

## 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





**Tell us your goals and we'll  
work with you to customize  
a campaign to reach them**

# 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.

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Kelowna, BC

Find us on:

