

Media Kit

About The Hub

TheHub.ca is Canada's premier digital platform for news and expert analysis on policy issues shaping the national conversation.

Founded in April 2021 as a charity, TheHub.ca publishes daily in-depth **news and information** on policy issues, debates and ideas; commissions on point **commentary and analysis** from renowned experts; and produces weekly multiple **podcasts, newsletters and video** content featuring Canada's sharpest minds and brightest thinkers.

The Hub's mission is to promote **bold ideas for a better future for Canada.**



Brand Reach

TOTAL WEEKLY REACH: 200,000+



TheHub.ca

50,000+ weekly unique users



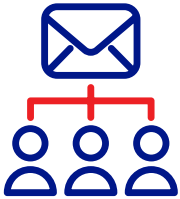
Hub Newsletter

90,000+ weekly sends



Hub Podcast

7,500+ weekly listeners



Hub Subscribers

20,000+ weekly readers



Hub Social Media

20,000+ weekly engagements

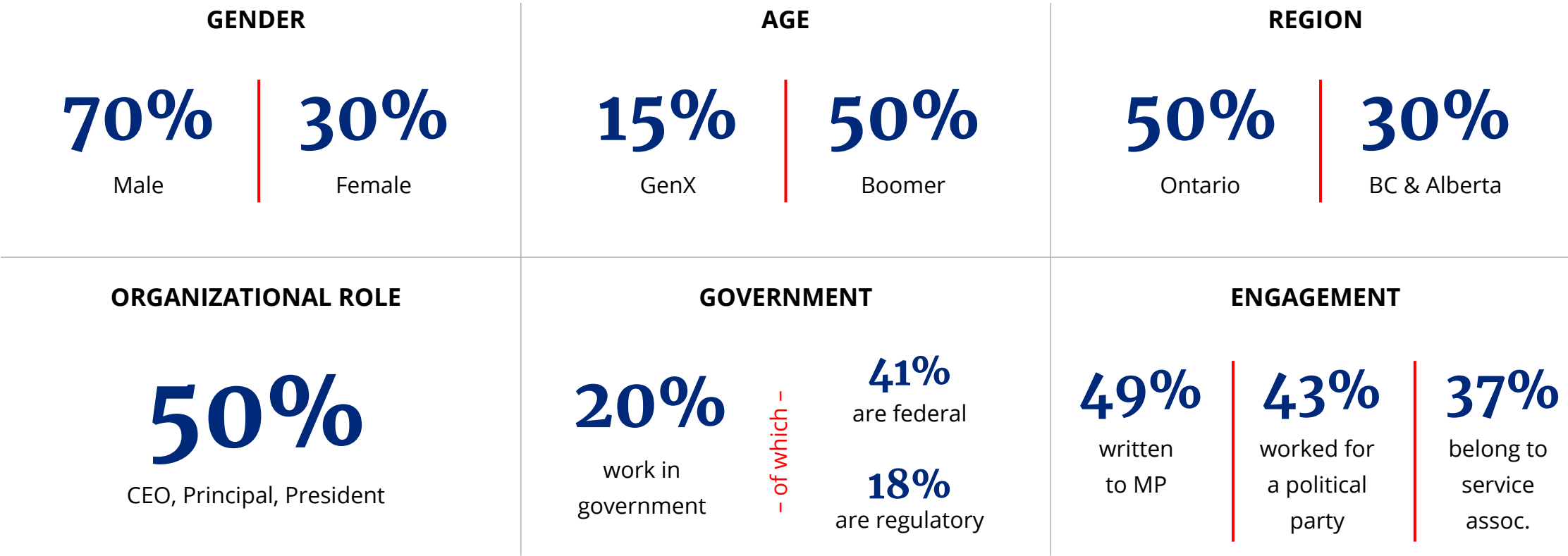


Hub Events

4-6 annual talks

Hub Demographics

Audience research conducted by Public Square Opinion Research shows The Hub enjoys an engaged and influential readership.

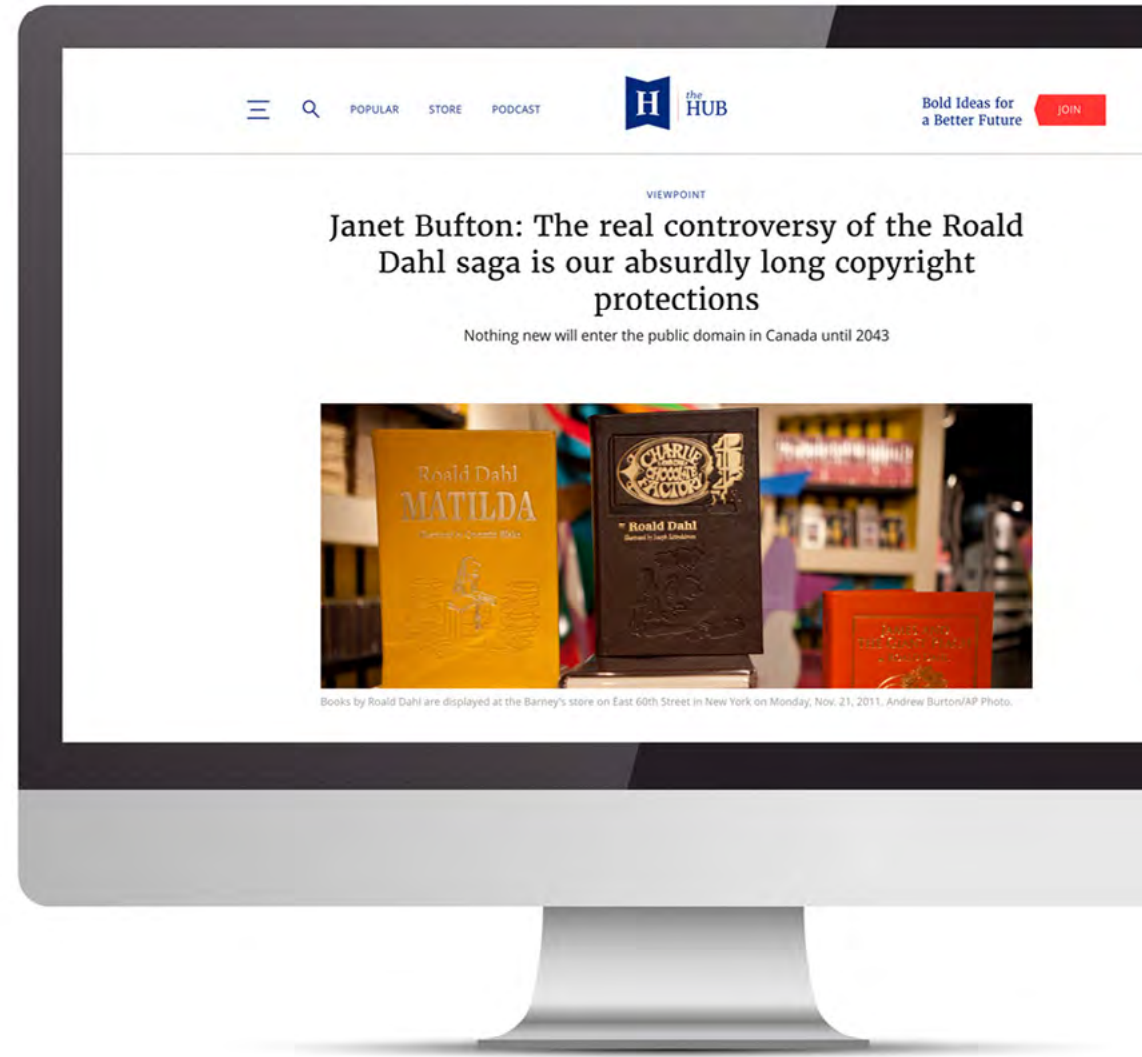


ADVERTISING OPPORTUNITIES

Web

TheHub.ca is a powerful tool to reach an influential audience with fact-based public policy messages and ideas.

- Display ad insertions across news, commentary, interviews and analysis
- Custom content in the form of webpages featuring standalone, Q&A interviews
- Microsite within TheHub.ca featuring key CTAs, data, insights, links, etc.

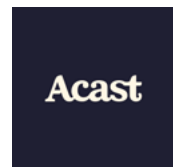


ADVERTISING OPPORTUNITIES

Podcast & Video

The Hub's weekly audio and video productions start thoughtful and engaged conversations with Canadians.

- Sponsoring one of The Hub's regular podcast or video productions
- Host read of a sponsor key message, call out, etc.
- Custom production of audio and video interview series for The Hub's feeds

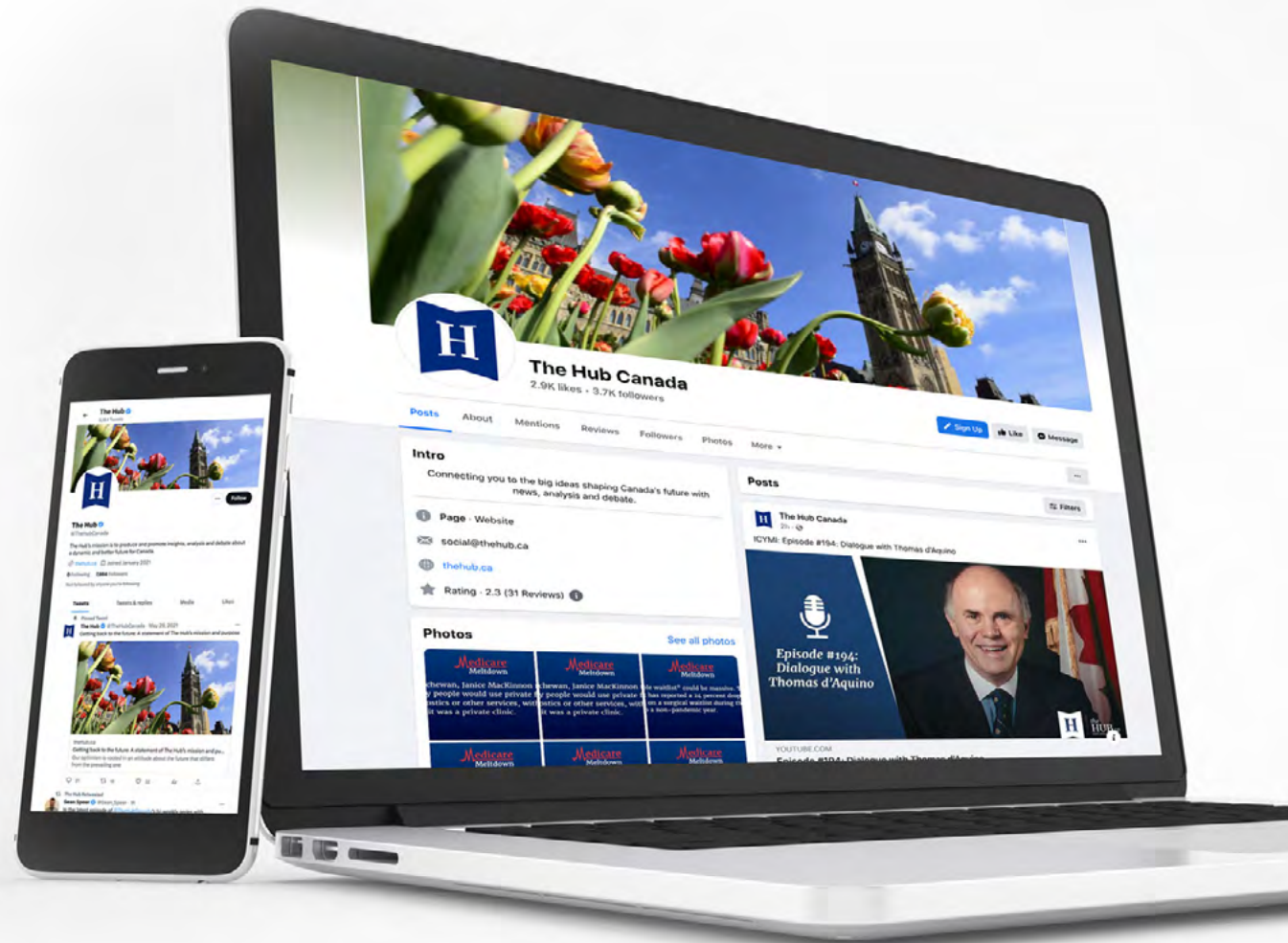


ADVERTISING OPPORTUNITIES

Social Media

The Hub's social media content consistently enjoys low cost per click and cost per engagement.

- Boosting advertiser content on The Hub's Twitter account for as little as \$10 per 1,000 impressions
- Creating custom campaigns using The Hub's social accounts to target key interests
- Regular insertion of advertiser CTA's into The Hub's social feeds as organic posts



Conclusion

The Hub is interested in working with organizations who have substantive public policy messages and goals.

We believe we are uniquely positioned and purpose built to foster meaningful conversations about important ideas.

If you have a key policy message or objective to share with Canadians please reach out. We welcome the conversation.

The Hub: where bold ideas inform a better future for everyone.



Rate Card (AS OF MARCH 15, 2023)

Email	Frequency	Views / Downloads	Cost to Cost Weekly
Newsletter Takeover ALL	6 days per week	90,000 impressions	\$4,000
Newsletter Takeover NEWS	6 days per week	90,000 impressions	\$3,000
Newsletter Takeover PODCAST	3 days per week	45,000 impressions	\$2,000
Newsletter Takeover DAILY	1 day per week	15,000 impressions	\$1,000
Single Display Ad DAILY	6 days per week	15,000 impressions	\$1,000
Podcast			
30 min Custom Podcast	TBD by client	N/A	\$3,000
Sponsor All Podcasts MONTHLY	One 30-second spot	30,000 downloads	\$2,500
Podcast Host Reads	3 episodes per week	7,500 downloads	\$1,000
Website			
Site Takeover - MPU & Leaderboard	7 days	30,000 page views	\$2,500
Article Display Ad - Mid Page	7 days	30,000 page views	\$1,500
Homepage Display Ad - Leaderboard	7 days	4,500 page views	\$1,000
Add-ons			
Social Boosting	1-3 days	100,000 impressions	\$1,500
Client Micro Site	TBD by client	N/A	Scalable to budget

Contact

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