



The Hub's Corporate & Industry Council

Support Canada's pro-business, pro-growth media platform.

Hub Audiences

TheHub.ca

125k+ weekly users

Hub Newsletters

100k+ weekly sends

Hub Podcasts

25k+ weekly downloads

Hub Social

1.6M+ weekly impressions

Hub Canada Media is the country's fastest growing independent digital news outlet with over **1 million engaged and influential Canadians interacting with its content every month** including prominent policy influencers in Ottawa and nationally. As a homegrown version of *The Economist*, *The Hub's* original journalism, commentary, podcasts, newsletters and social media cover the intersection of Canadian politics, public policy and the economy. Editorially *The Hub* is **committed to promoting sensible market reforms and a pro-growth agenda for Canadian business and workers**. *The Hub* has been recognised by the federal government as a Qualified Canadian Journalism Organization alongside *The Globe & Mail*, *National Post* and has a 90%+ NewsGuard Score. For more information visit www.thehub.ca

Canadian businesses are facing an increasingly hostile operating environment. **Policy makers are failing to appreciate how businesses are drivers of growth in Canada underwriting our collective way of life and shared prosperity. Much of the public, especially younger people, don't understand basic economic and business concepts,** making meaningful reforms increasingly challenging. Traditional methods of rallying support for business causes, such as chambers of commerce, are finding their effectiveness blunted by the populist, bottom-up, politics and policy making.

Hub Awareness

Leger & Leger Poll

1 in 5

Canadians are “aware” of *The Hub*

1 in 20

“engaging” with Hub content

Hub Readers

Majority hold a
**University or
graduate degree**

Have a household income
greater than
\$100,000 per annum

High level
of professional designation

90% +
reader satisfaction score

The Hub is actively pushing back against these trends. It is **connecting with and educating policymakers and the public** about the economics and policies required for businesses to succeed. It is specifically **focusing on younger people** through an ambitious social media strategy that has seen its content appear in Canadians social media feeds 87 million times in the last 12 months. And it is **fact checking “shoot-from-the-hip” political populism** by calling out bad policy and bad ideas through its analysis and commentary.

Hub Peers

Spring 2024, SimilarWeb



650k
monthly visitors

MACLEAN'S

492k
monthly visitors

 **THE HILL TIMES**

244k
monthly visitors

 **The Logic**

60k
monthly visitors

The support of *The Hub's* Corporate & Industry Council is used to advance three broad goals:

- **Educating and informing Canadians about a non-partisan, pro-growth vision for the country** through its fact-based, economics focused journalism and analysis.
- **Creating ideas-based, policy focused events where business and policymakers can exchange ideas** about common interests and priorities.
- **Profiling corporations and industries' support for a pro-growth policies and sensible reforms** that can kickstart Canadians' productivity and prosperity.

Council members contribute to *The Hub* at three different levels with commensurate benefits.

COUNCIL HERO \$25,000 ANNUALLY

- **Gold sponsor role in all Hub events (4 per year in Ottawa)** convening parliamentarians, businesses, and policymakers to discuss and exchange ideas.
- **1M annual impressions of members' corporate brand** across our publishing platform showcasing its support for *The Hub's* economics focused journalism.
- **An annual profile** of the council member's innovation and excellence in their sector.
- **Ability to submit commentary essays** on the member's non-partisan policy priorities, business and industry concerns, and the insights of its leadership team.
- **Recognition on *The Hub's* homepage as a valued partner.**
- **15% discount on any custom advertising campaigns with *The Hub*.**

COUNCIL SUPPORTER \$15,000 ANNUALLY

- **Silver sponsor role in all Hub events (4 per year in Ottawa)** convening parliamentarians, businesses, and policymakers to discuss and exchange ideas.
- **500k annual impressions of members' corporate brand** across our publishing platform showcasing its support for *The Hub's* economics focused journalism.
- **Ability to submit commentary essays** on the member's non-partisan policy priorities, business and industry concerns, and the insights of its leadership team.
- **Recognition on prominent Corporate & Industry Council funders page on TheHub.ca**
- **10% discount on any custom advertising campaigns with *The Hub*.**

COUNCIL MEMBER \$10,000 ANNUALLY

- **Bronze sponsor role in all Hub events (4 per year in Ottawa)** convening parliamentarians, businesses, and policymakers to discuss and exchange ideas.
- **250k annual impressions of members' corporate brand** across our publishing platform showcasing its support for *The Hub's* economics focused journalism.
- **Ability to submit commentary essays** on the member's non-partisan policy priorities, business and industry concerns, and the insights of its leadership team.
- **Recognition on prominent Corporate & Industry Council funders page on TheHub.ca**

The support of Corporate & Industry Council goes directly towards *The Hub* hiring journalists to cover business and economic issues, developing the next generation of business sensitive public commentators and providing Canadians with news stories about entrepreneurship, business innovation and investment, and pro-growth public policy thinking and ideas.

This is our case for support.

We sincerely hope you will consider joining *The Hub's* Corporate & Industry Council.

Rudyard Griffiths, Publisher, The Hub

publisher@thehub.ca

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Association canadienne des
compagnies d'assurances
de personnes

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