



# The Hub's Corporate & Industry Council

Support Canada's pro-growth media platform.

## Hub Audiences

TheHub.ca

**125k+ weekly users**

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Hub Newsletters

**100k+ weekly sends**

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Hub Podcasts

**25k+ weekly downloads**

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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](http://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**

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

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**High level**  
of professional designation

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**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

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**MACLEAN'S**

**492k**  
monthly visitors

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 **THE HILL TIMES**

**244k**  
monthly visitors

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 **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.
- **1,000,000 banner ad impressions annually** on TheHub.ca for the member to promote their programs, policies and priorities.
- **Member senior leader or principal** interviewed for a Hub podcast episode.
- **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.**

### 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.
- **500,000 banner ad impressions annually** on TheHub.ca for the member to promote their programs, policies and priorities.
- **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**

### 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.
- **250,000 banner ad impressions annually** on TheHub.ca for the member to promote their programs, policies and priorities.
- **Recognition on prominent Corporate & Industry Council funders page on TheHub.ca**

# Current Council Membership

## GOLD MEMBERS



## SILVER MEMBERS



Canadian Life & Health  
Insurance Association  
Association canadienne des  
compagnies d'assurances  
de personnes

## BRONZE MEMBERS



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**

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## Hub Advertisers

