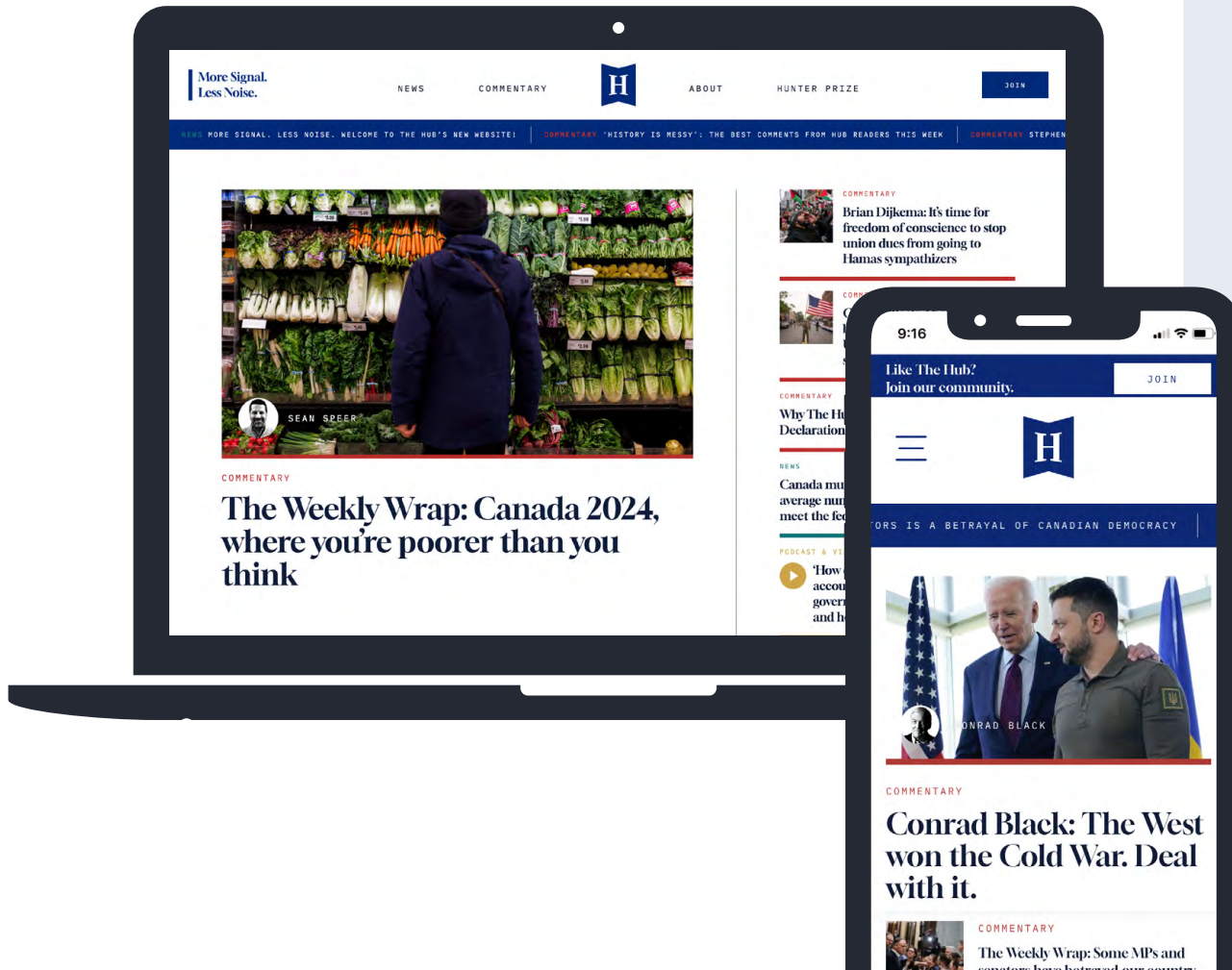


The Hub's Corporate & Industry Council

Support Canada's pro-growth media platform.

About The Hub



- *The Hub* – www.thehub.ca – is Canada’s fastest growing independent digital news outlet.
- Over **2 million engaged and influential Canadians** interact with our content monthly.
- Canada’s answer to *The Economist*: we cover the intersection of politics, policy and the economy.
- Committed to sensible market reforms and a pro-growth agenda for business and workers.
- *The Hub* is a CRA designated **Qualified Canadian Journalism Organization** and a not-for-profit.
- Editorial quality score 92.5% by NewsGuard, the world’s leading media monitoring NGO.

Our Platform

WEEKLY REACH

TheHub.ca
100k+ website visitors

Hub Newsletters
100k+ email sends

Hub Audio / Video
30k podcast downloads
150k YouTube views

Hub Social
**30k likes, shares,
comments, etc.**

AUDIENCE

Majority **university**
or graduate degree

Have a household income
\$100,000 per annum +

High level
of professional designation

95%+
reader satisfaction score

PEERS



650k
monthly
page views

MACLEAN'S

492k
monthly
page views

 **THE HILL TIMES**

244k
monthly
page views

 **The Logic**

60k
monthly
page views

The Challenge

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.

1 in 5 Canadians
are “aware” of *The Hub*

1 in 20 Canadians
are “engaging” with Hub content

2024 Leger & Leger Poll

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

GOLD MEMBER \$25,000 ANNUALLY

- All the benefits of Silver level plus...
- **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. \$40k value.
- Senior leader or principal interviewed for a standalone Hub podcast episode. \$7.5k value.
- **Recognition on The Hub's homepage as a valued partner – 1M impressions annually.**

SILVER MEMBER \$15,000 ANNUALLY

- All the benefits of Bronze level plus...
- **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. \$20k value.
- **Ability to submit commentary essays** on the member's non-partisan policy priorities, business and industry concerns, and the insights of its leadership team.

BRONZE 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. \$10k value.
- **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



For more information on The Hub's Corporate & Industry Council please contact:

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Hub Advertisers

