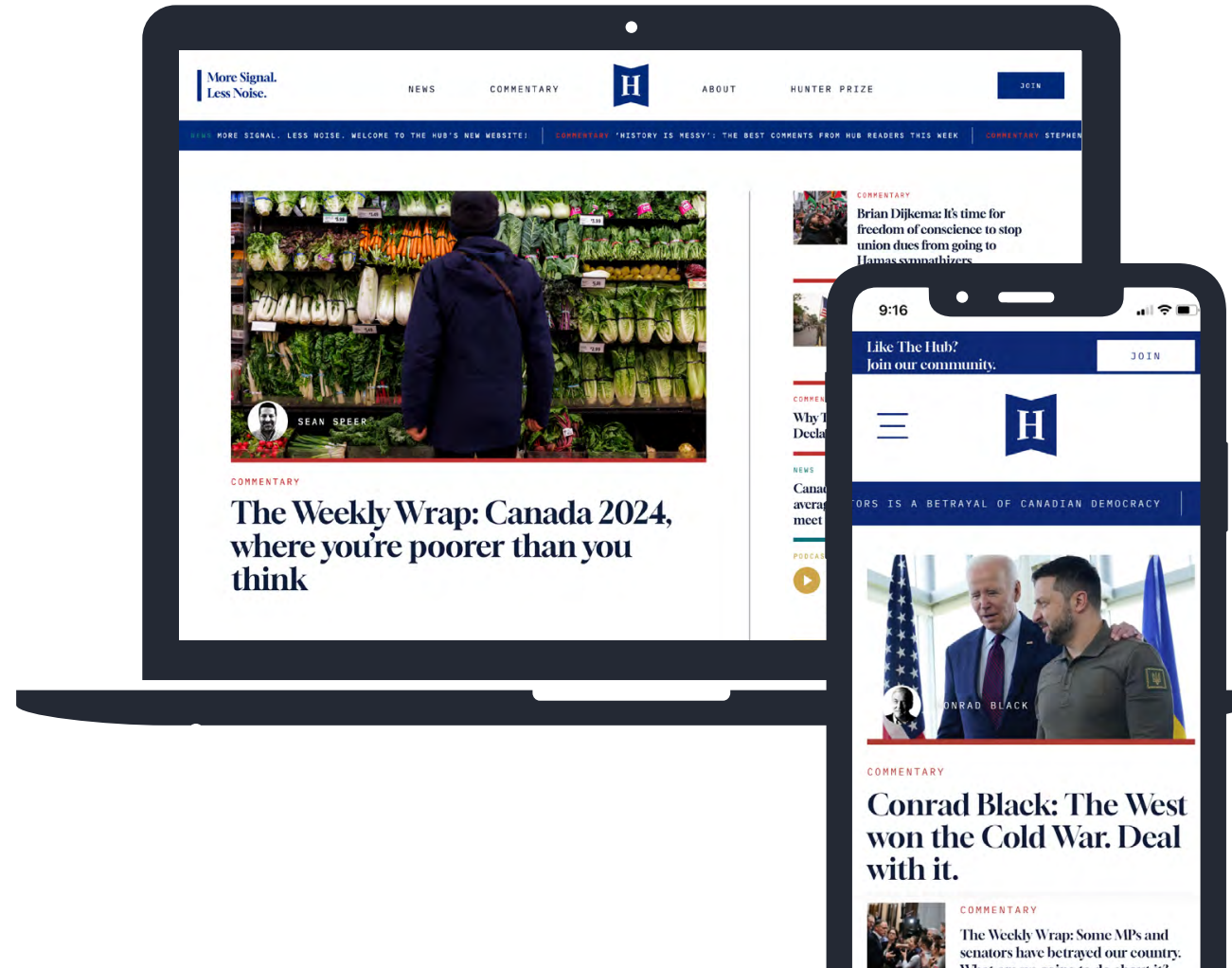


Winter 2025 Media Deck

Creating Awareness. Engaging Influencers. Educating Canadians.

Introducing The Hub

- *The Hub* – www.thehub.ca – is currently Canada’s fastest growing independent digital news outlet.
- Over **2 million informed and influential Canadians** engage with our content each month.
- 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**.
- Editorial **quality score 92.5% by NewsGuard**, the world’s leading media monitoring NGO.



Challenging Times

Businesses and industry associations are operating in an **increasingly challenging public opinion and policy environment.**

Policy makers consistently **underplay the role of businesses** play as drivers of economic growth.

The public, especially younger audiences, often **fail to understand basic economic and policy concepts.**

Sensible pro-growth policy reforms are being crowded out by simplistic political rhetoric and grandstanding.

The Hub is purpose built to push back against these trends by **engaging policymakers, educating the public** and **advancing meaningful dialogue** on important issues.

Read on to find out how our digital platform and associated services can help your business or industry association.



HUB COMMENTARY

Trevor Tombe: Canadians are paying billions in hidden taxes on new homes



HUB COMMENTARY

Malcolm Jolley: The LCBO strike was a spectacular misstep



HUB NEWS

The Week in Polling: Young Canadians delay milestones due to high costs, Liberals lose the youth vote, and most Canadians fear a Trump-Vance White House



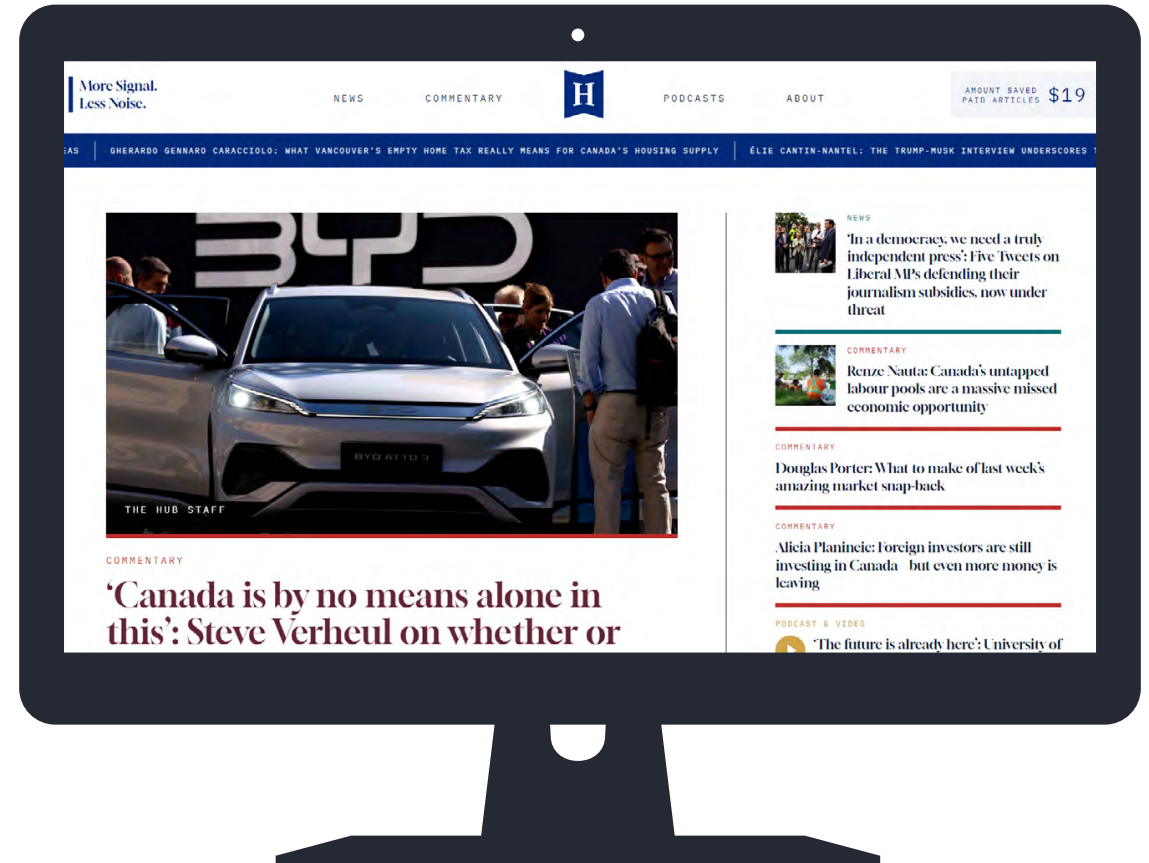
HUB NEWS

Political leader assassination attempts are on the rise worldwide after years of decline

Advertising Services

We offer businesses and industry associations a variety of policy and communications focused advertising services.

- **Digital ad insertion** via TheHub.ca, email newsletter, podcasts and videos reaching policy influencers.
- **Advocacy campaigns** that advance a specific policy idea, communications message or brand proposition.
- **Custom written content** such as research studies, long-form reporting, podcasts and commentary.
- **Social media** amplification of Hub produced advertiser content reaching key audiences and demographics.
- **In-person events** to connect with policy influencers in Ottawa and nationally on important topics and ideas.



National Reach

As of Winter 2025, *The Hub* is actively engaging over **500,000+ weekly users** on its platforms.



TheHub.ca

100,000 weekly visitors +
(4 mins per visit)



Hub Email Newsletter

120,000 weekly outbound emails
with 50% open rate



Hub Podcast

30,000 weekly downloads
(79% completion rate)



Hub Media Canada

200k weekly views (30k+ watching hours)



Hub Social Media

50,000+ weekly engagements (share, like, comment, click)

Available Audience

In Autumn 2023, Leger & Leger conducted a national online panel survey to gauge public awareness of *The Hub*. **One in five Canadians** are familiar with *The Hub* as an “online news media outlet”. **One in twenty Canadians** report “engaging” with *The Hub*’s content. The demographics of *The Hub*’s **aware and engaged** cohort is as follows:

5%

of Canadians
are engaging
with *The Hub*

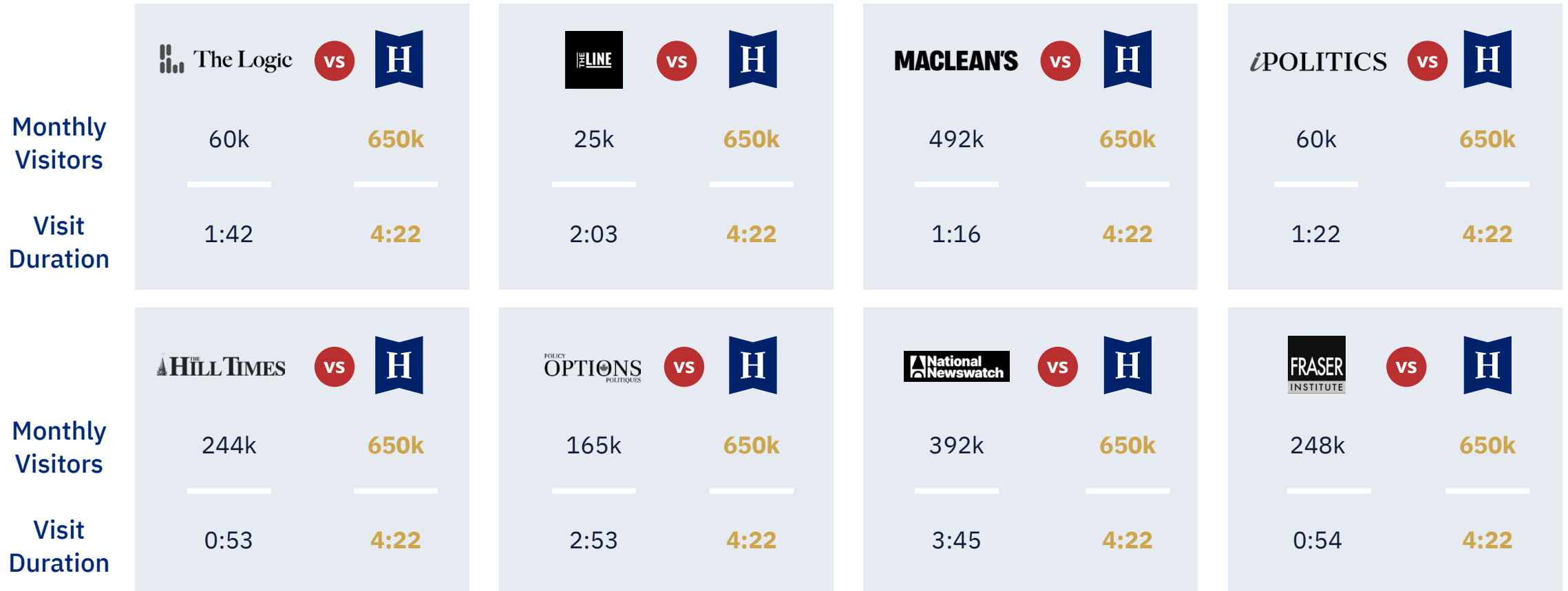
20%

of Canadians
are familiar
with *The Hub*

25%

National
Awareness
of *The Hub*

Peer Comparisons



Source: www.similarweb.com

Our Clients

The Hub has implemented campaigns for some of Canada's largest industry associations and corporate brands.



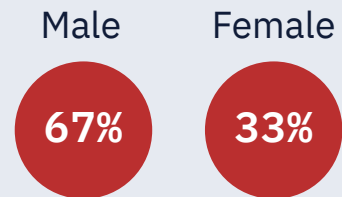
Website

The Hub's website reaches an influential national audience of **100,000+ weekly users** with key messages and ideas.

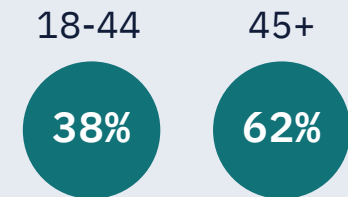
- Daily mix of commentary, original news and in-depth reports
- High average time spent on site, **4 minutes plus visitor sessions** plus **150,000+ weekly page views** equals high user engagement
- 100% year-over-year readership growth
- 96% audience satisfaction with web content in recent reader survey
- Option for native or client produced banner ads in a variety of formats.

WEB DEMOGRAPHICS

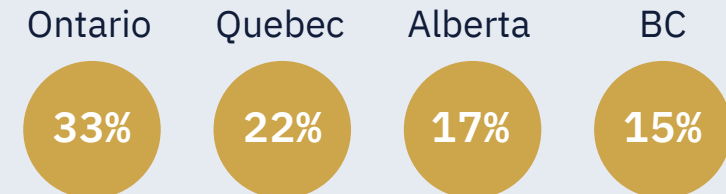
Gender



Age Group



Top Provinces



Top Interest Group

News & Politics

60%

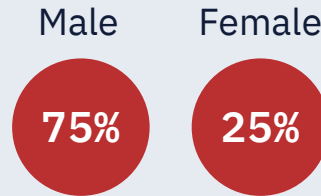
Email Newsletters

The Hub's daily email newsletter enjoys **50%+ open rates**, reaches **30,000+ influential subscribers** and generates in excess of **120,000 weekly sends**.

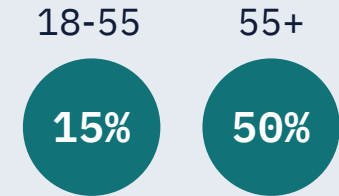
- *The Hub* offers both daily newsletters for heavy users and a “best of *The Hub*” on Saturdays
- Steady year-over-year growth since launch with an influential audience
- Newsletters drive traffic to *The Hub's* website and podcasts as a “force multiplier”
- Option for native or client produced banner ads in a variety of formats

EMAIL DEMOGRAPHICS

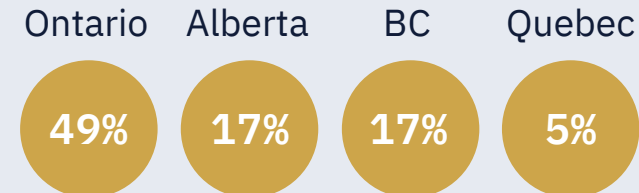
Gender



Age Group



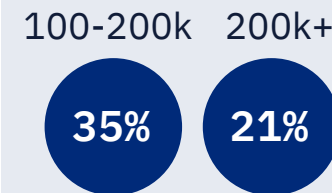
Top Provinces



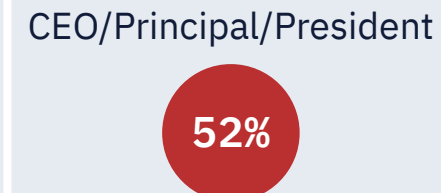
Party



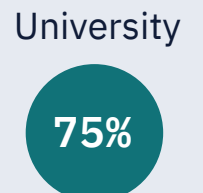
Income



Position



Education



Podcast Channel








The Hub's podcast programs start thoughtful and engaged conversations with over **120,000 monthly downloads** and a **79% completion rate per episode**.

- **Hub Dialogues** program features world class thinkers weighing in on the important policy issues
- Weekly **Hub Roundtable** show is a fast growing program exploring intersections of politics and policy
- **Top ten ranking** in Apple's "politics" category for Canadian listeners
- Option for native or client produced audio ads a pre, mid and post reel



Podcast Charts

Apple Podcasts — Canada — Politics

1		Crooked Media Pod Save America
2		Manscorp Media Services The Bridge with Peter Mansbridge
4		Hub Media Canada Hub Dialogues
12		CBC Radio The House
15		Air Quotes Media Curse of Politics: The Herle Burly Political Panel
21		Antica Productions The Paul Wells Show
36		Air Quotes Media The Herle Burly

Chartable.com - Dec. 1, 2024

YouTube

The Hub has a fast growing YouTube channel thanks to its **daily production of high-quality video** content featuring its best commentators and analysis.

- 10 million annual video plays (30 seconds or more)
- High average view length at 60% of published content
- 1.5 million annual viewing hours
- Option to sponsor shows and receive host read ads and on-air brand recognition

YOUTUBE DEMOGRAPHICS

Gender

Male

70%

Female

30%

Age Group

45-55

12%

55+

70%

Top Cities

Toronto

#1

Ottawa

#2

Calgary

#3

Vancouver

#4

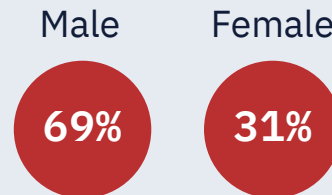
Social Media

The Hub's social media content enjoys consistently high levels of engagement and click throughs to TheHub.ca.

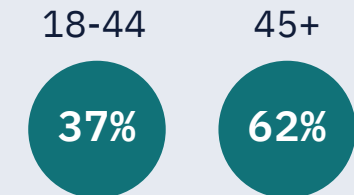
- Over **2M engagements** (likes, shares, comments) and **87M impressions** in the last 12 months
- Paid social media ads target key demographics such as younger people and policy “engagers” at \$15 CPM and \$1 advertiser CPC
- Combined social media following of Hub contributors in excess of 2M+ further amplify TheHub.ca content
- Cost per 1,000 impressions for campaign generated content for as low as \$15 per
- Option for native boosting of client content published on TheHub.ca

SOCIAL MEDIA DEMOGRAPHICS

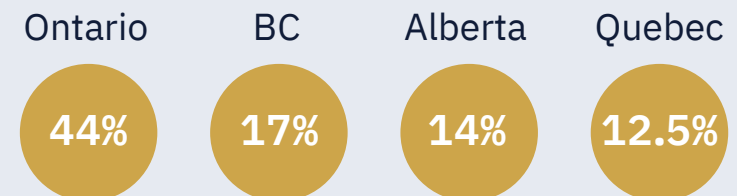
Gender



Age Group



Top Provinces



Video Production

Engage *The Hub's* audience with professionally produced videos. Services include one-on-one **client or leadership team interviews and panels**, and amplification of your Hub video content across our entire publishing platform.

- 10M annual plays
- 1.5M annual viewing hours
- **400%+ annual audience growth**
- 70%+ Canadian viewership



Hub Events

The Hub's event programming provides clients with the opportunity to associate themselves with high quality, thought leadership on important issues and ideas.

- Quarterly **Ottawa policy lecture series** convening MPs, political staff, and policy experts.
- **National dinner series** featuring acclaimed thinkers weighing on the important issues of our time.
- Year round **Hub pub meet-ups** engaging our influential and informed subscriber base.
- Regular **virtual events** for Hub Fellows consisting of our 1,000+ largest individual contributors.



A historic U.S. election. Canada on edge.

As Parliament returns, join The Hub for an important discussion about the high stakes consequences of November's U.S. election for Canada and Canadians.

Wednesday September 18, National Arts Centre, 7:00 pm to 9:00 pm.
Catered reception followed by interactive discussion at 8:00 pm featuring David Frum in conversation with The Hub's Sean Speer.

The U.S. presidential election is poised to have big implications for American economic and foreign policy. The choice is stark. And, the consequences for Canada are immense. For fresh insights into what November's historic vote could mean for Canadian policy makers, The Hub is pleased to host regular contributor David Frum for a live and interactive discussion led by Sean Speer.

David Frum is a highly sought after commentator on both American and Canadian politics. He is unique in his ability to provide deeply informed analysis on big issues confronting Canadian and American policy makers from trade to security to diplomacy to economics. He is a House speech writer, senior advisor to the President, and a frequent



DATE

Wed., September 18, 2024



TIME

7:00 pm - 9:00 pm



PLACE

National Arts Centre -
Lantern Room
1 Elgin St, Ottawa, ON K1P 5W1



RSVP

Contact us by August 15 at:
events@thehub.ca

Corporate Council

- The Hub's corporate and industry council supports our independent journalism via annual membership fees
- Council members benefit from quarterly **op-ed publication, banner ad impressions, year-round visibility** on TheHub.ca and **quarterly Ottawa events** for MPs and policy makers
- Gold level members receive over **1M banner impressions** annually and **complementary podcast episode**
- \$50k ad spend generates complementary one year bronze level council membership
- \$100k ad spend provides client with one year gold level sponsorship

Note corporate council benefits conferred through campaign spends do not include banner ad impressions associated with the respective membership levels. All other benefits are included.

2025 COUNCIL MEMBERS



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



Conclusion

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

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

If you have a key business or industry message or objective to share with our audience please reach out.

We welcome the conversation.

WWW.THEHUB.CA



HUB COMMENTARY

**Mac Van Wielingen:
Advocacy is not a job, it is
a responsibility. Without it,
Canada would fail**



HUB NEWS

**Canadians are moving to
the U.S. at record levels,
amid economic strain, tax
pressures**



HUB COMMENTARY

**Theo Argitis: For Trudeau,
redistribution politics
means something
different now than it did
nine years ago**



HUB NEWS

**Recent immigrants are
rapidly finding jobs post-
COVID, catching up with
those born in Canada**



Contact

Please email for our winter 2025 rate card for advertisers.

Rudyard Griffiths
Executive Director
The Hub

rudyard@thehub.ca
416.737.9626

www.thehub.ca
[@thehubCanada](https://twitter.com/thehubCanada)