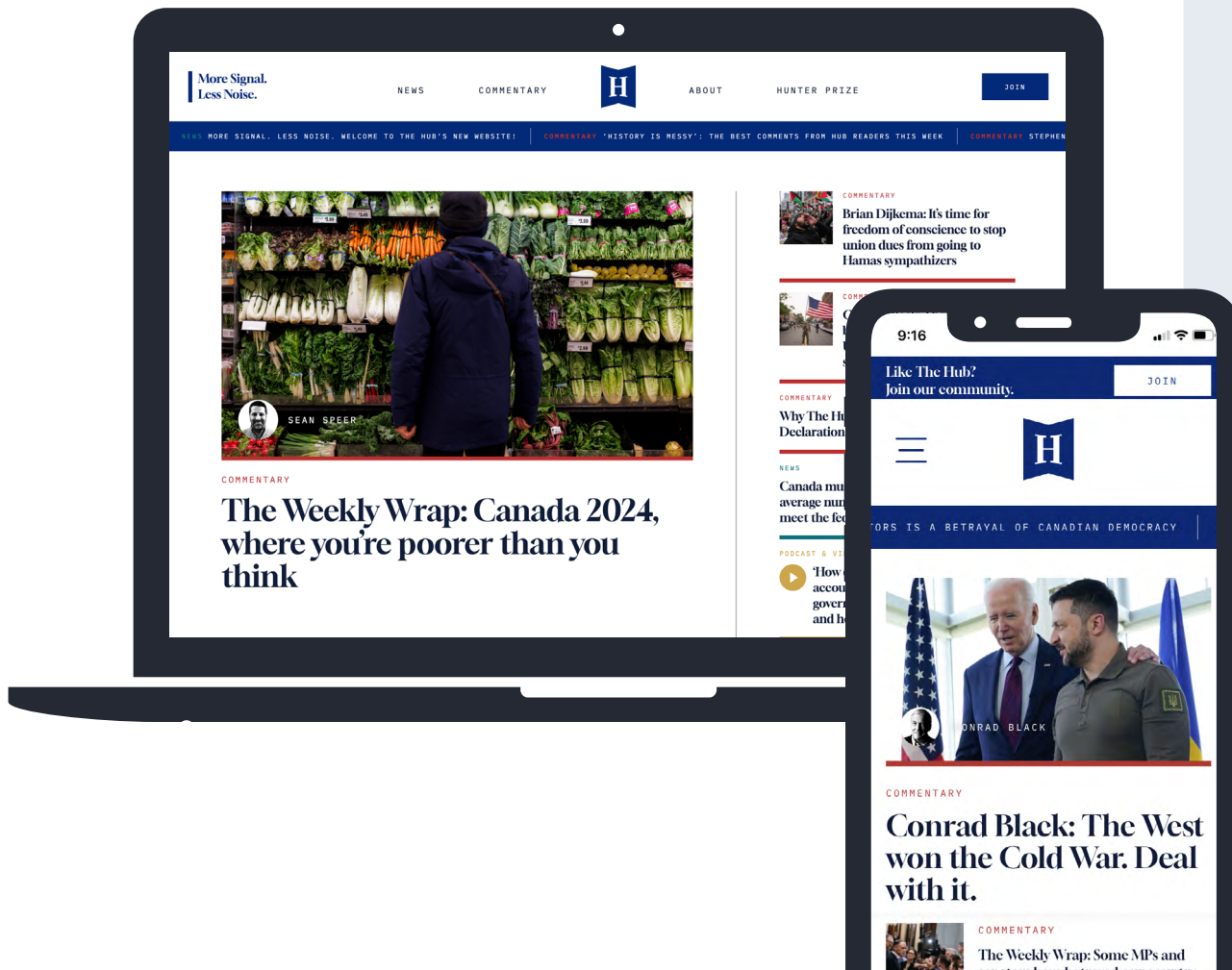


The Hub's Corporate & Industry Council

Support Canada's pro-growth media platform.

About The Hub



- *The Hub* – www.thehub.ca – is Canada's fastest growing independent digital news outlet.
- Canadians engage **2 million times monthly** with our content
- 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
200k+ email sends

Hub Audio / Video
30k podcast downloads
100k YouTube views

Hub Social
**20k 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

POLLING*

10% of Canadians
are engaging with The Hub

20% of Canadians
are familiar with The Hub

30% of Canadians
are aware or engaged with The Hub

Total available audience of
7.8 million Canadians

*August 2025 Leger & Leger survey of English speaking Canadians aged 18 to 65+.

Hub Council Members

Support for *The Hub's* Corporate & Industry Council advances three broad goals:

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



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 quarterly 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 Corporate & Industry Council funders page on TheHub.ca

The stakes for the country are high. Our special relationship with America is under threat. Many of our key economic indicators are heading in the wrong direction. **To meet this moment we need effective public policy discussion and ideas.** Your membership in our *The Hub's* Industry Council helps make this possible. Thank you in advance for your generous support.

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