

# The Hub for Advertisers

Refining Purpose. Influencing Policy. Changing Perceptions.



# The Hub for Advertisers

Brands sometimes need to reach and influence those directly and indirectly involved with public policy.

In Canada, few if any focused content and media vehicles exist to do this efficiently and effectively.

Until now.

The Hub is the first ever purpose built digital news and information provider to aggregate Canada's policy influencers at scale.

Reaching upwards of 175,000 influential users weekly across its digital platforms, The Hub curates and convenes Canada's public policy debate and analysis.

If you have a policy conversation you want to help lead, The Hub is your powerful partner to break through to the decision makers that matter.

Welcome to The Hub for Advertisers. Let's get started.

# What is The Hub?

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TheHub.ca is Canada's premier digital platform for news and commentary on the big issues and ideas shaping the public conversation.

Founded in April 2021, TheHub.ca publishes daily in-depth **news and information** on contemporary issues, debates and ideas; commissions on point **commentary and analysis** from renowned experts; and produces weekly multiple **podcasts, newsletters and video** content featuring many of Canada's sharpest minds and brightest thinkers.



# Brand Reach ENGAGED WEEKLY USERS: 170,000+



## TheHub.ca

50,000+ weekly unique users



## Hub Email Newsletter

60,000+ weekly email opens



## Hub Podcast

12,500 weekly listeners

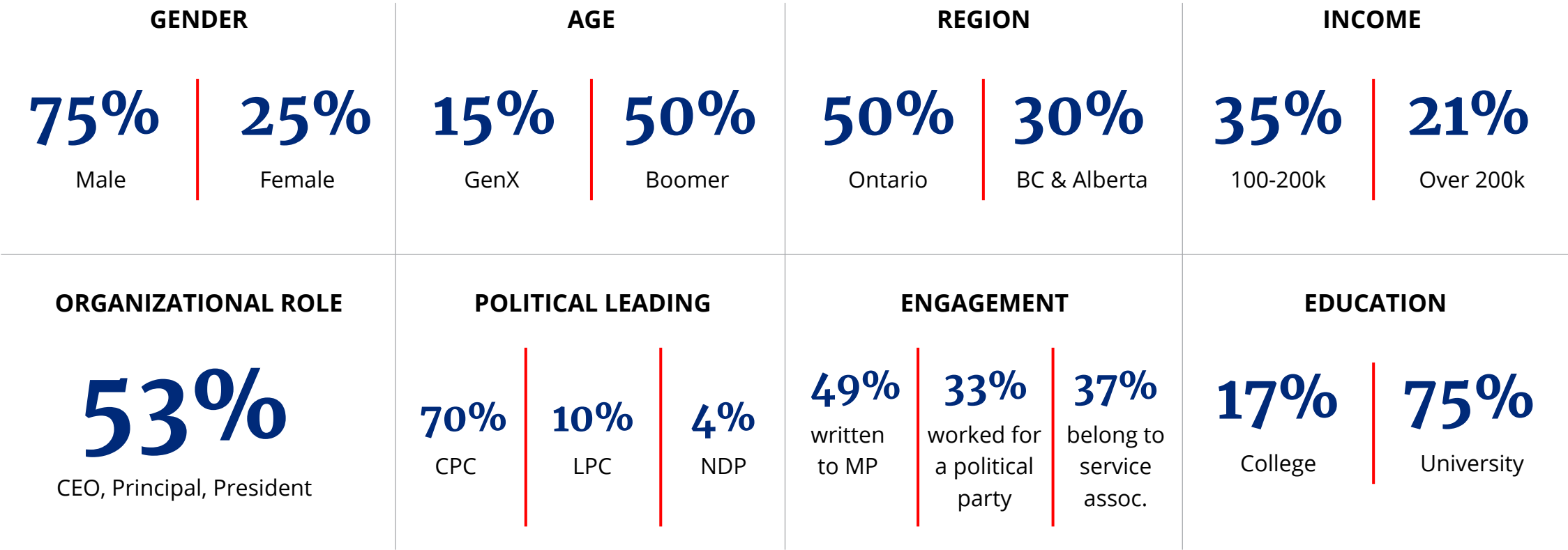


## Hub Social Media















50,000+ weekly engagements

# Hub Demographics

Audience research conducted by Public Square Opinion Research shows The Hub enjoys an engaged and influential readership.



# Peer Comparisons

	 The Logic <span style="color: red; font-weight: bold;">VS</span> 	 <span style="color: red; font-weight: bold;">VS</span> 	<b>MACLEAN'S</b> <span style="color: red; font-weight: bold;">VS</span> 	<i>i</i> POLITICS <span style="color: red; font-weight: bold;">VS</span> 				
Monthly Visitors	60k	550k	53k	550k	762k	550k	60k	550k
Visit Duration	1:42	4:22	2:03	4:22	1:16	4:22	1:22	4:22
	 <span style="color: red; font-weight: bold;">VS</span> 	 <span style="color: red; font-weight: bold;">VS</span> 	 <span style="color: red; font-weight: bold;">VS</span> 	 <span style="color: red; font-weight: bold;">VS</span> 				
Monthly Visitors	244k	550k	165k	550k	392k	550k	248k	550k
Visit Duration	0:53	4:22	2:53	4:22	3:45	4:22	0:54	4:22

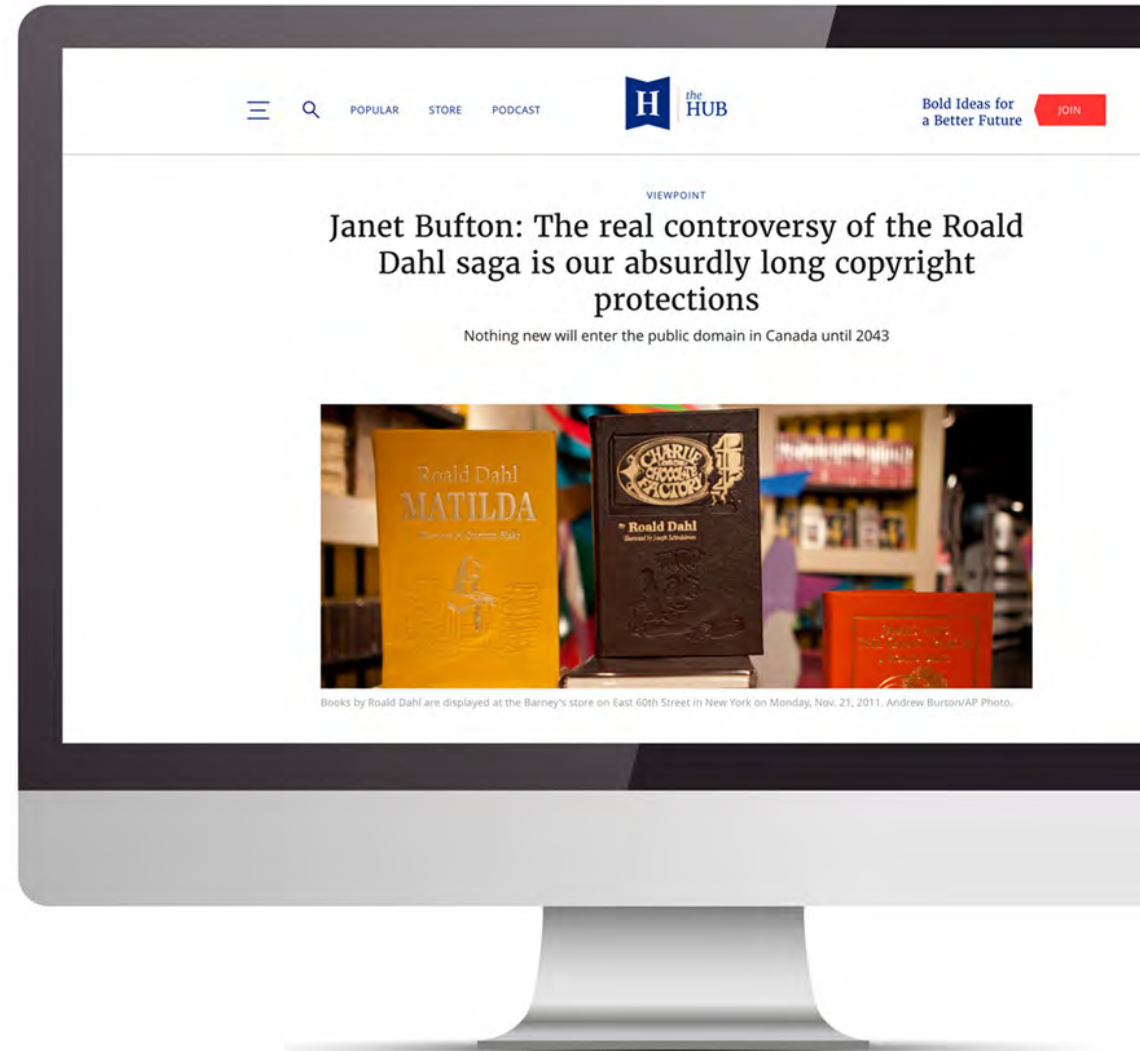
Source: [www.similarweb.com](http://www.similarweb.com)

# Website

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The Hub's website reaches an influential national audience of 50,000+ weekly users with key messages and ideas.

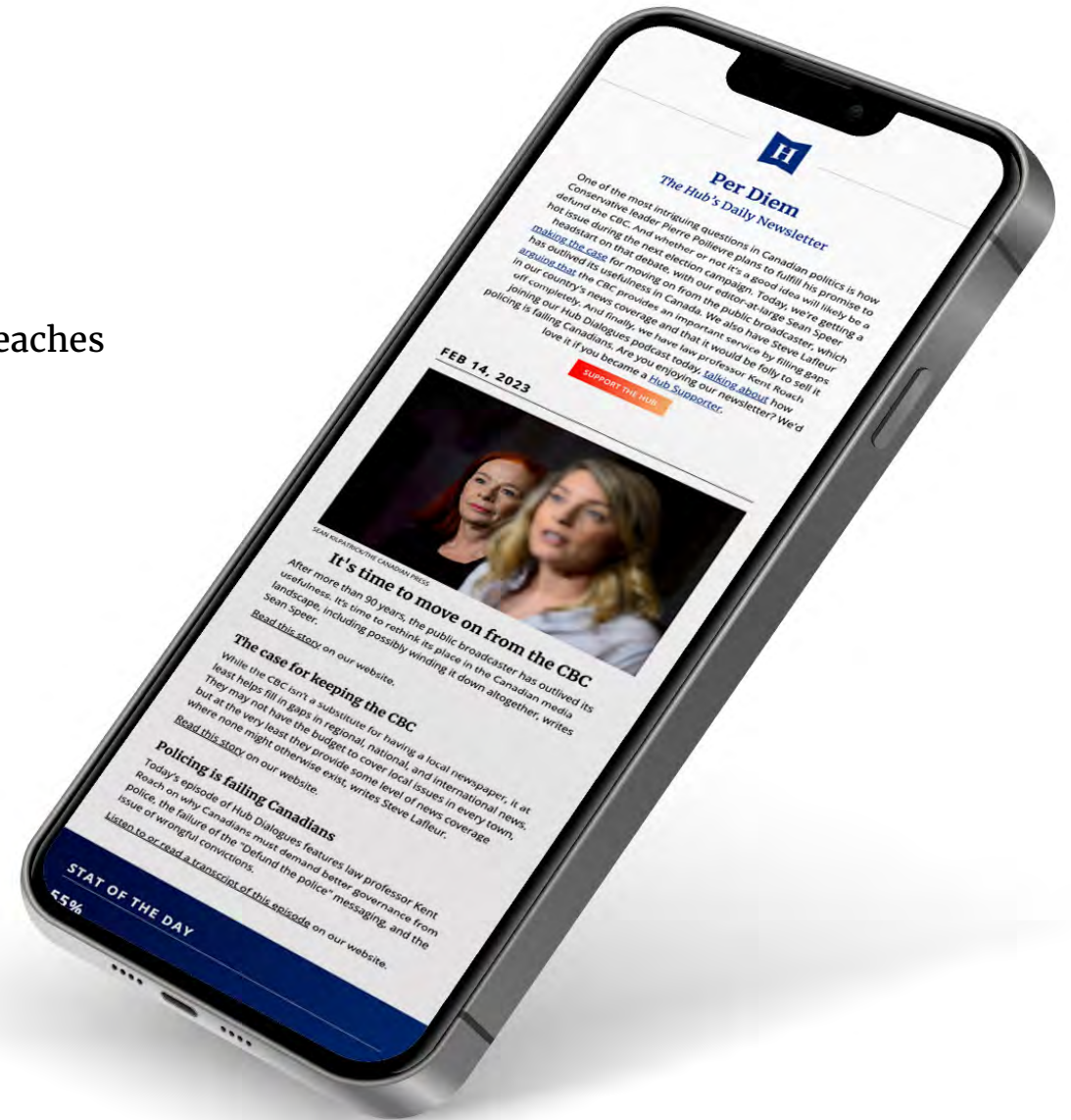
- Daily mix of commentary, original news and in-depth reports
- High average time spent on site, click through and return visitors
- 100% year-over-year readership growth
- 96% audience satisfaction with web content in recent user survey



# Email Newsletters

The Hub's daily email newsletter enjoys **40%+ open rates** and reaches 25,000+ influential readers multiple times weekly.

- 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”

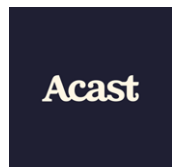


# Podcast Channel

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The Hub's podcast programs start thoughtful and engaged conversations with over 50,000 monthly listeners interested in issues and ideas.

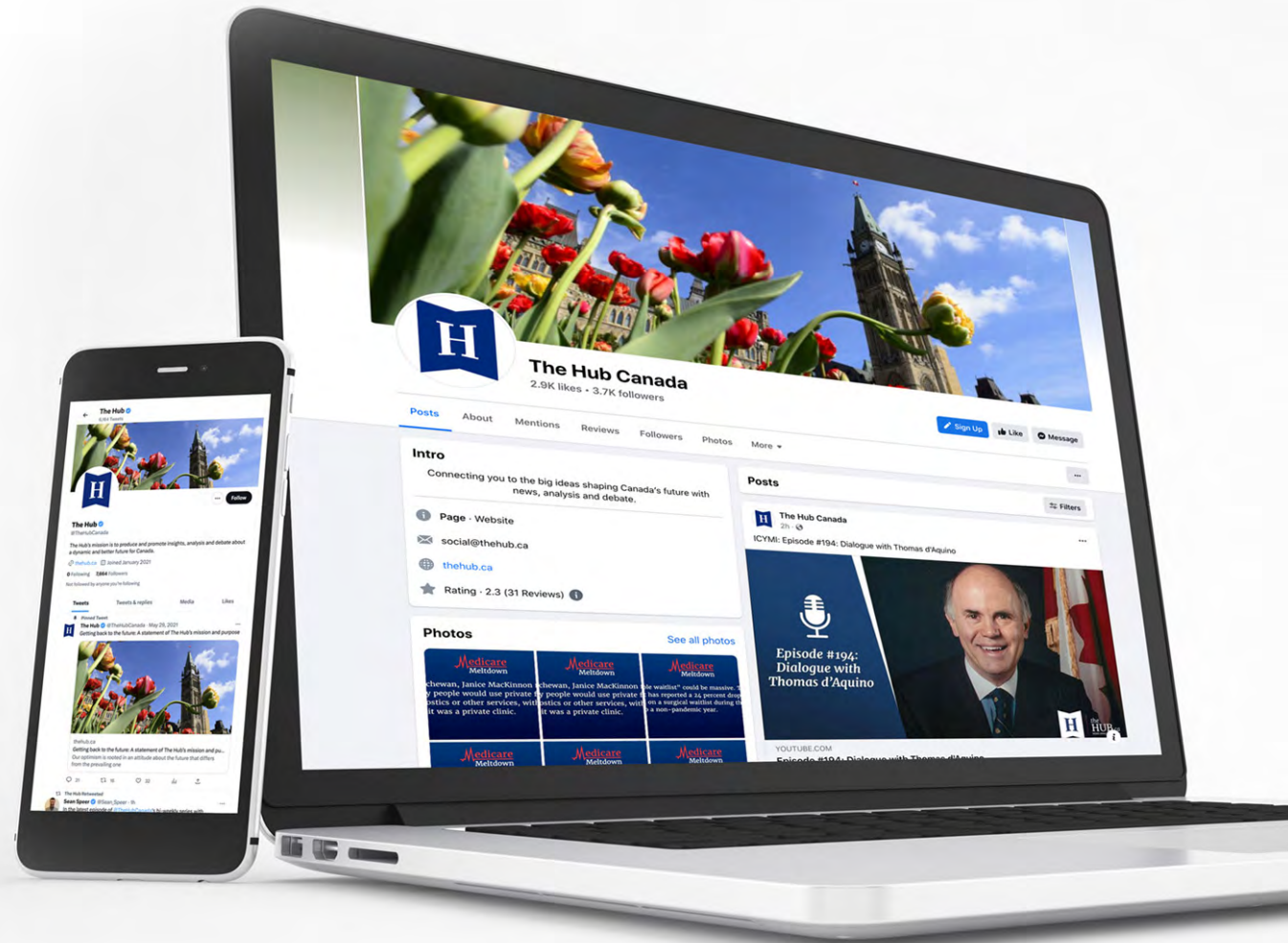
- Hub Dialogues program features world class thinkers weighing in on the important policy issues
- Weekly Hub Roundtable show is a fast growing program exploring intersections of politics and policy
- Standalone regular programs featuring David Frum and Amanda Lang are audience favourites



# Social Media

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

- Over 2.5M+ engagements (likes, shares, comments) in the last 12 months
- Paid advertising strategy targets key demographics such as younger people and policy “engagers” who get their news on social media
- Combined social media following of Hub contributors in excess of 2M+ further amplify TheHub.ca content

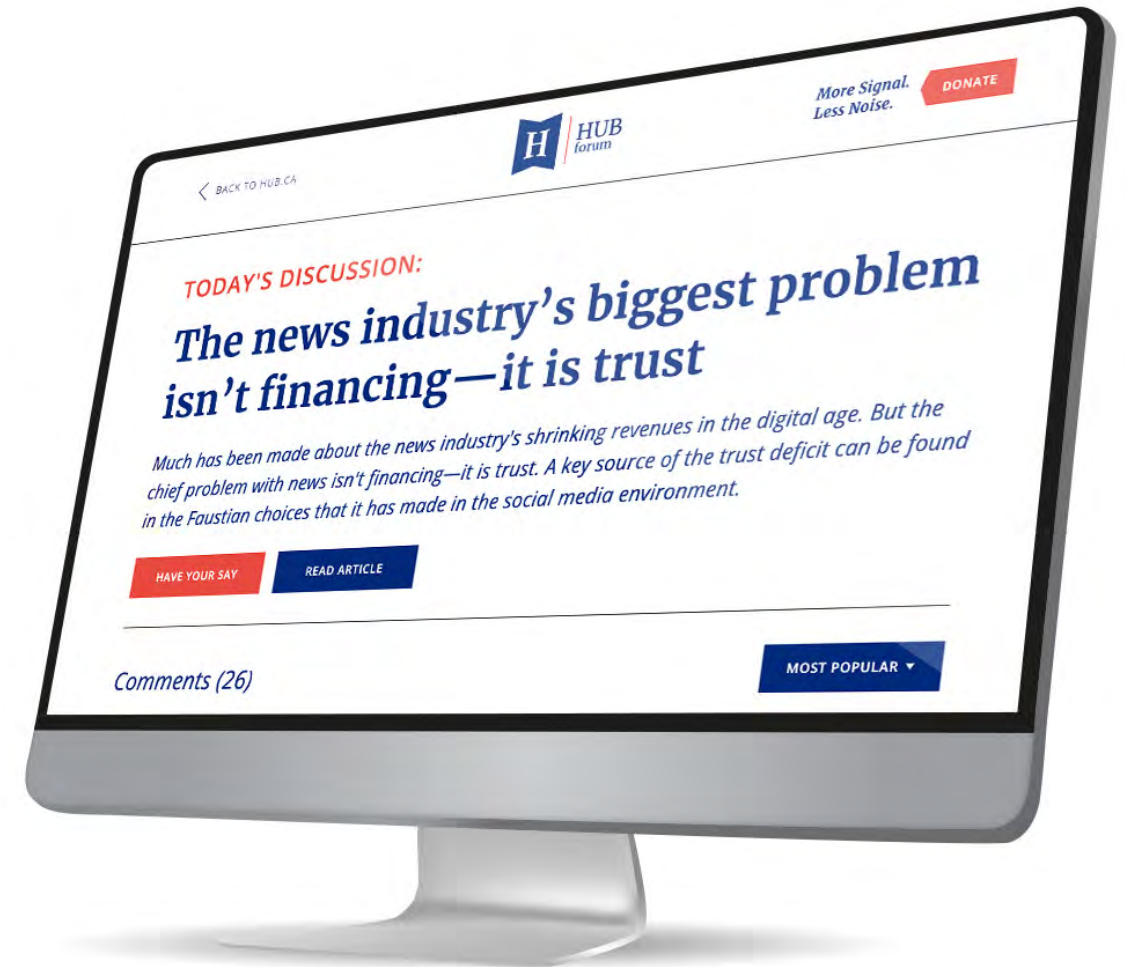


# Hub Forum

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Hub Forum is a daily chat forum for our most engaged users. It provides The Hub with the opportunity to elicit detailed feedback from a highly educated and informed audience about specific policy prescriptions and message framing.

- Digital sand box to test, refine and track the response of a community of policy influencers to key messages and ideas
- Ability for Hub staff to join in these discussion and prompt conversation around specific ideas and concepts
- Hub Forum models the best of civil and substantive discussion online – e.g. a community genuinely interested in advancing policy ideas



# The Hub Advertiser Services

1

Hub policy experts work with the client to understand their key priorities

2

Hub provides the client with its input into key messages and a content plan

3

Roll out of the content plan across The Hub's platform(s)

4

Regular audience reports and constant iteration of the client's key messages

5

Final report synthesising qualitative and quantitative audience response to the campaign's key messages

# Case Study #1

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In 2023 an industry association for Canada's largest oilsands producers, approached The Hub to develop a public awareness campaign.

Using a combination of podcasts, paid social media and web content, The Hub helped refine and then amplify the association's key regulatory and policy objectives via national multi-media campaign supported by paid online ads.

The campaign was purpose built to profile groups not normally associated with the oilsands including women, First Nations and labour.

The Hub provided a detailed campaign analysis indicating how policy influencers in Canada reacted to and engaged with the campaign content and which voices proved most effective in carrying key messages.



# Case Study #2

In 2023 a global social media platform engaged The Hub to foster a solution oriented national policy discussion on future of news journalism in Canada.

The core of the campaign saw The Hub convene experts in Canada and internationally to weigh in on how to support more and better news journalism within the media industry and by government.

The campaign content including opinion essays, podcasts and original news reporting was amplified via paid social media ad campaign.

The client was provided with regular qualitative and quantitative updates on the campaign performance and how different policy prescriptions were resonating with The Hub's policy savvy audience.



# Conclusion

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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 policy message or objective to share with our audience please reach out. We welcome the conversation.

[WWW.THEHUB.CA](http://WWW.THEHUB.CA)



# Content Rate Card (AS OF DECEMBER 2023)

Email	Frequency	Views / Downloads	Cost to Cost Weekly
Newsletter Takeover ALL	6 days per week	60,000 opens	\$3,000
Newsletter Takeover NEWS	5 days per week	50,000 opens	\$2,500
Newsletter Takeover PODCAST	1 day per week	10,000 opens	\$1,000
Newsletter Takeover DAILY	1 day per week	10,000 opens	\$500
Podcast			
30 min Custom Podcast	TBD by client	N/A	\$3,000 - \$5,000
Sponsor All Podcasts MONTHLY	Host read 60 seconds	50,000 downloads	\$5,000
Podcast Host Reads	3 episodes per week	12,500 downloads	\$1,500
Website			
Site Takeover - Leaderboard & MPU	7 days	100,000 page views	\$3,000
Article Display Ad - Mid Page	7 days	50,000 page views	\$1,500
Add-ons			
Social Boosting	1-3 days	100,000 impressions	\$1,500
Client Micro Site	TBD by client	N/A	Scalable to budget