

Digital Media Kit



NORTHERN HOOT

In-Depth News Compelling Stories Northern Perspective

Ambassador Advantage

We work with advertisers who are committed to seeing positive social change in our community. As such, we call our advertisers **Ambassadors of Change**, because our Program enables them to contribute directly to initiatives that improve our community.

Brand Recognition

Highly loyal readership that share articles often, which results in brand retention for your advertisements because they will be viewed repeatedly.

Ad Visibility

Ads are visible for longer periods of time due to in-depth articles, ensuring that readers spends ample time on the website.

Positive Association

Partner with a Cause Partner and be showcased as a community builder with your commitment to the cause highlighted in stories

The Hoot Advantage

Target Market

Northern Hoot's readership consists of highly educated, upper income earners that collectively possess strong purchasing power. Our readers are socially active and use a wide range of products and services to enhance their personal lives, and to conduct effective business in the workplace. We want to help turn our readers into your customers in order to ensure the strongest return on your marketing investment.

Audience Engagement

The articles published by Northern Hoot are long form journalism pieces, ensuring that readers spend ample time on the website, as opposed to searching through headlines briefly and then closing the page. Further, our readership is highly loyal to the website, which results in brand retention for your advertisements because they will be viewed repeatedly.

Flexible Pricing

Northern Hoot offers flexible pricing for our advertisements, and will work with clients to ensure that they receive the best possible value for their marketing investment. With the support of our dedicated Account Development Manager, we will customize advertising plans to meet your financial and marketing goals.

Reach and Growth

Our young website has experienced significant growth over the past six months. We have dramatically increased our monthly readership figures and have effectively established a strong social media presence on key platforms. We intend to continue to grow

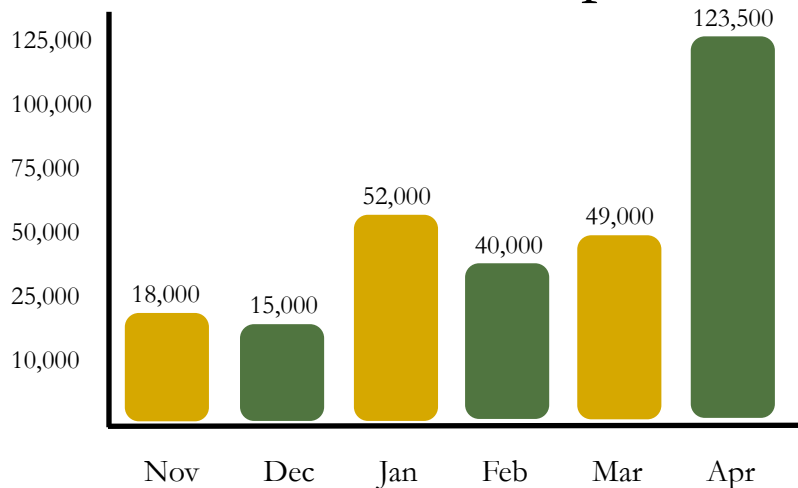
our website by writing in depth and original articles that our dedicated readers love, and our future readers will love to talk about.

Audience Loyalty

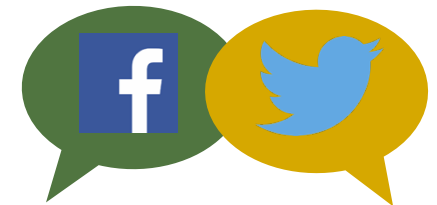
88%

Audience members who are regular readers

Expanding Readership



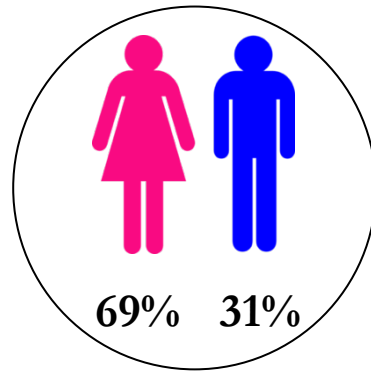
Social Media Reach



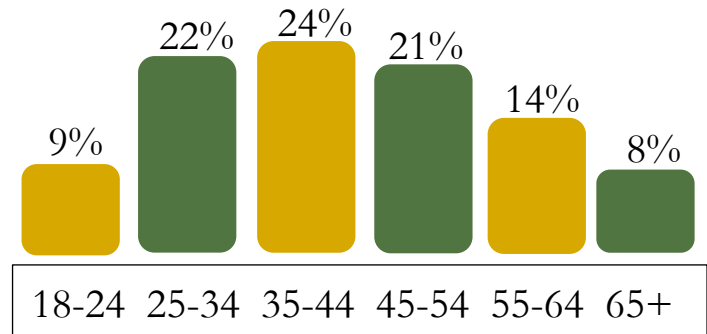
3100 Likes

235 Followers
(And Growing!)

Audience Demographics



Readership by Gender



Age Categories

27% have job titles such as Coordinator, Supervisor, Manager and President



44% make purchasing decisions in the workplace

36% have household income of \$75,000 or greater



76% have a post-secondary diploma/ degree



38% are interested in learning about post-secondary opportunities

39% have a vehicle budget between \$20,000-\$45,000



10% plan to purchase a vehicle within the year.
34% within 3 years

29% are in the market to purchase a home or cottage



25% make significant home investments annually



42% have one or more children aged 18 or under living at home





Each month we write a series of stories about a local organization or initiative that is working to create positive social change

Our readers are given an actionable task to support the goal of our cause partner



Ambassador of Change Program



25% of our net advertising revenue goes directly to the featured cause

Stories are written to raise awareness and promote solutions for the featured cause

Organizations that invest in our Program will be highlighted as community builders



Advertising Space & Rates

Home & Category Page

The centre of attention, our home page garners thousands of views each week as users scan headlines for content to read, and consequently advertisements, in order to find the content they are looking for.

Advertisements on this page are ideal for clients seeking to gain maximum exposure to all readers.

Expected outcomes include:

- Enhanced brand recognition
- Increased website traffic
- Positive lead-to-close ratios
- Reaching ideal consumers



NORTHERN HOOT
INTEGRITY. DIVERSITY. COMMUNITY.

Leaderboard
\$325/Week | \$950/Month

Recent | Environment | Raw | Category Page Titles | Economy | Agriculture | Northern Voices

Article
iO

Article
iO

Article
iO

Article
iO

Article
iO

Article
iO

Article
iO

Mid-Banner
\$205/Week | \$500/Month

Article
iO

Lower-Banner
\$250/Month

Premium Box
\$205/Week
\$500/Month

Secondary Box
\$275/Month

Advertising Space & Rates

Content Page

Advertising spaces on the pages of our articles deliver lengthy exposure, as the website is designed to integrate ads into the body of the articles. This ensures that readers view the ad and increases their likelihood to complete the desired response, such as accessing the client's website by clicking on the link.

Clients looking to achieve an action-oriented response from our readers should consider content page spaces.

Expected outcomes include:

- High conversion rates
- Increased brand awareness



The diagram illustrates the layout of advertising spaces on a content page. At the top is the Northern Hoot logo with the tagline 'INTEGRITY. DIVERSITY. COMMUNITY.' and a central owl icon. To the right of the logo is a red 'Leaderboard' box with a dashed line, containing '\$325/Week' and '\$950/Month'. Below the logo is a green navigation bar with links for 'Recent', 'Environment', 'Raw', 'Category Page Titles', 'Economy', 'Agriculture', and 'Northern Voices'. The main content area consists of a green 'Article Title' box with a camera icon, followed by seven horizontal lines representing the article body. To the right of the article body are three stacked boxes: an orange 'Premium Box' with a dashed line, containing '\$250/Week' and '\$750/Month'; a purple 'Secondary Box' with a dashed line, containing '\$625/Month'; and a blue 'Tertiary Box' with a dashed line, containing '\$525/Month'. At the bottom of the content area is a yellow 'Content Wrap-Up Banner' with a dashed line, containing '\$400/Month'. The entire layout is set against a light green background.

Advertising Space & Rates

Ambassador of Change Ads	Weekly	Monthly
Content Page		
Leaderboard	\$325	\$950 – All Pages
Premium Box	\$250	\$750
Secondary Box		\$625
Tertiary Box		\$525
Wrap Up Banner		\$400
Home & Category Page		
Leaderboard	\$325	\$950 – All Pages
Premium Box	\$205	\$500
Secondary Box		\$275
Low-Banner		\$250

Additional Costs:

Design of Ads - \$200 Business Article - \$850

**Flagship Cause
Sponsorship
\$1250.00**

Leadership Board Position
Integrated into the Articles
Keywords within Stories
“Thank You” Wrap-Up Ad
Cause Articles Box Ads
Social Media Cause Ads
Ad in Emails



Pricing Structure

Northern Hoot prides itself on offering fair, highly competitive and straightforward pricing for our clients. Including ad spaces on Northern Hoot in your marketing mix ensures that you will receive a positive return on investment. We are flexible in our pricing and can accommodate all marketing budgets we will work with you to come up with an advertising plan that is right for your business.

For clients seeking to gain premium exposure, Northern Hoot offers combinations of advertising spaces for discounted rates and long term client discounts. We also provide highly targeted marketing options, including business profiles written by our journalism professionals and story series sponsorship opportunities.

Our rates provide excellent value for the required investment because we enable our clients to reach target audiences who are likely to purchase advertised products and services.



About: northernhoot.com

Northern Hoot seeks to slow down the news and take an in depth approach to exploring the issues that affect the lives of people, like you, living in Northern Ontario. Our stories are meant to educate, enlighten and create conversation necessary to improve the quality of life for citizens in this region.

Northern Hoot is the combination of local in-depth journalism, crowdfunding, and individual effort to create a movement designed to help people locally - one story at a time. Through our stories, we give readers a clear an actionable task to help contribute to initiatives in our community that strive to make positive social changes.

Our stories are based on the core belief that **“Telling the Truth - should come above the fear or favor of publishing the content”**. Establishing ourselves as Northern Ontario’s finest journalism website we produce stories on topics that include:

- Economy
- Environment
- Human Interest
- Agriculture
- Social Economy
- Alternative Lifestyle
- Crime
- Arts & Culture
- Political Op-Ed's



Contact Information

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