



LEVERAGE OUR VOICE TO MEET YOUR GOALS



MEDIA KIT 2023

LEVERAGE OUR VOICE



Facebook

105K

Followers

2.9M

Post Reach/month

533K

Post Engagement
per month



Instagram

81K

Followers

1.3M

Impressions/month

1M

Post/Reach



Twitter

26K

Followers

352K

Post Reach/month

3K

Profile Visits/month



Website

3.6M

Users

72M

Page Views



Newsletter

18K

Daily
Subscribers

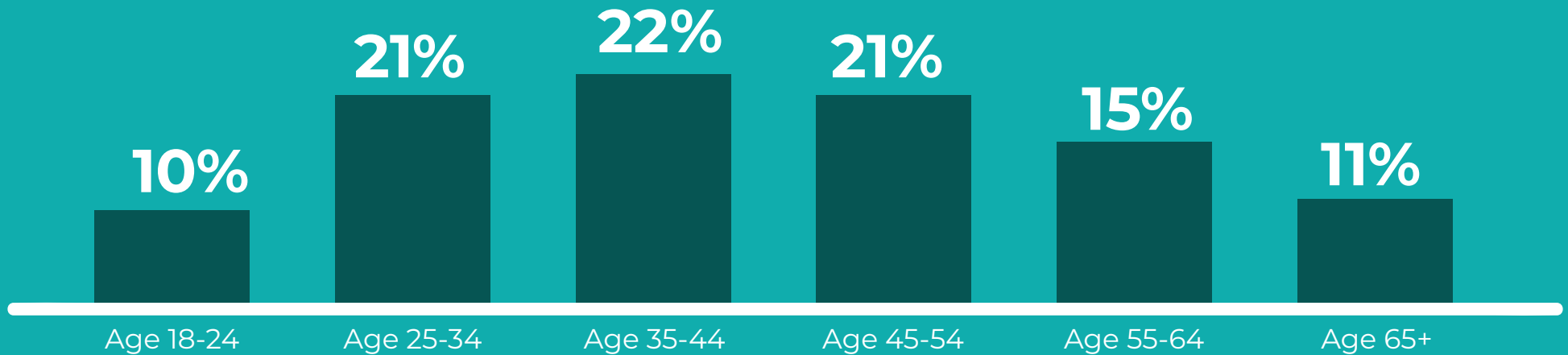
18K

Weekend
Subscribers

Data in this
graph is
presented by
the cities
listed here



OUR DEMOGRAPHIC



Male



Female



Mobile Users

68% of NowMedia users use our services via a mobile device.

WHO WE ARE

We Are Local

Because we are locally owned and operated, we understand the local market better than most.

Our Values

Our caring and positive coverage demonstrates that we are a compassionate voice for the community.

Partner With Us

Align your brand with a media outlet that puts the community first.



FRIENDS WE'VE WORKED WITH



BRANDED CONTENT **PROCESS MAP**

1

Starting Now!

First, we get to know your goals. After gathering information during a discovery meeting, we create a brief and share it with the team.

2

Brainstorm Session

Our team takes a look at your campaign objectives and comes up with the most effective execution plan.

3

Published!

Once the campaign is published, we amplify the content on our channels (if applicable) and share a live reporting link for social campaigns with your team.

4

Review and Report

After the campaign, we send out a post-campaign report for you to review.

1. Creative concepts pitched to the client.
2. Client approval.
3. Content draft created.
4. Client revisions (if applicable).
5. Final approval.

SPONSORED CONTENT ARTICLE

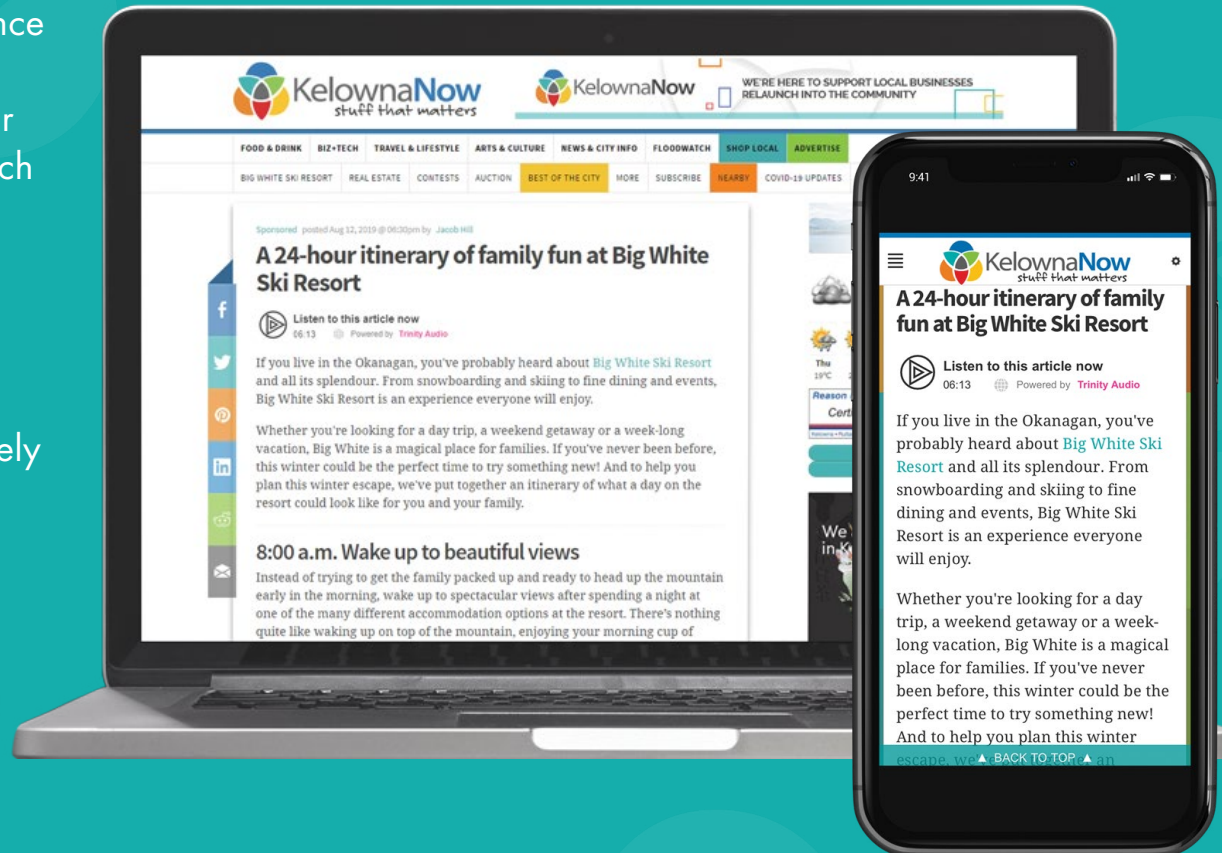
Our content writers know our readers best. They'll use our brand voice and their experience to tell your story in the most effective way possible. We'll amplify your message with our positive brand voice and extensive social reach to achieve your campaign objectives.

What You Get:

- Content strategy
- Placement in newsletter
- Article hosted on the Now Platform indefinitely
- Article posted on Facebook
- Twitter, LinkedIn
- Instagram story with link to article
- 500 reads guaranteed
- Includes 1 round of revisions
- Link to report

Estimated Full Production Time:

2 - 3 weeks, contingent on client communication.



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ADVERTORIAL CONTENT

Because advertorial content is entirely produced by you, you have full content control and a quick turnaround time.

PRESS RELEASE

We help amplify your press releases or public notices by leveraging our platform to reach the broader community.

What You Get:

- Catchy headline and social caption if required
- Article hosted on Now Platform indefinitely
- Posted on Facebook, Twitter, LinkedIn
- No revisions, but will be subject to final approval from NowCities team
- Instagram story with link to content
- Placement in newsletter

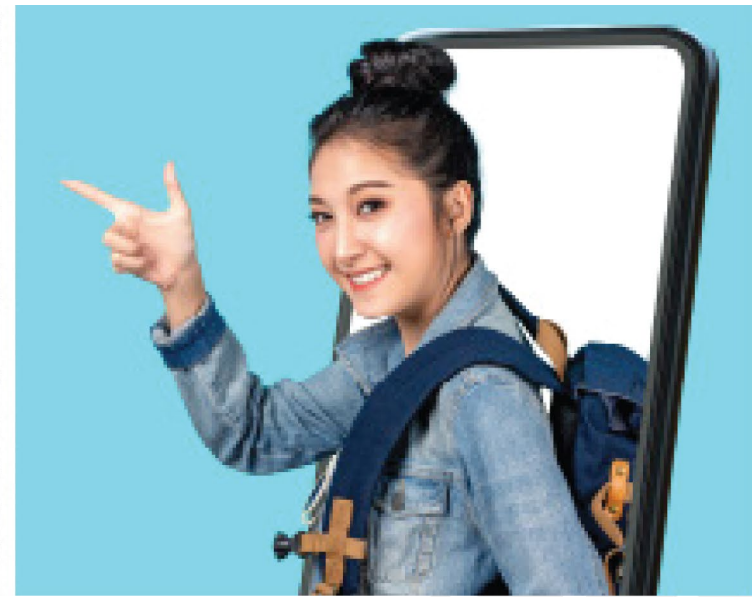
Estimated Production Time:

3 - 5 days




CRYSTAL HILLS
ORGANICS

**SECURE
RITE**
Structures



SPREAD THE WORD

If you're looking to share regular announcements, we can help your message stand out. By sharing your press release or public notice on our NowCities platforms, we can help you reach a wider audience. You provide the content, and we'll provide the platform. Together, we can give your message the attention it deserves.

Press Release (Contributed)

10 pack - \$2500

Must be used within one year

Public Notices*

10 Pack - \$1500

One-off - \$300

*public notices do not go through our social channels

DISPLAY ADVERTISING

Take your business's visibility to the next level by featuring your brand on the NowCities platform or in our daily newsletters using engaging rich-media banners that drive traffic directly to your website.

Ad placements:

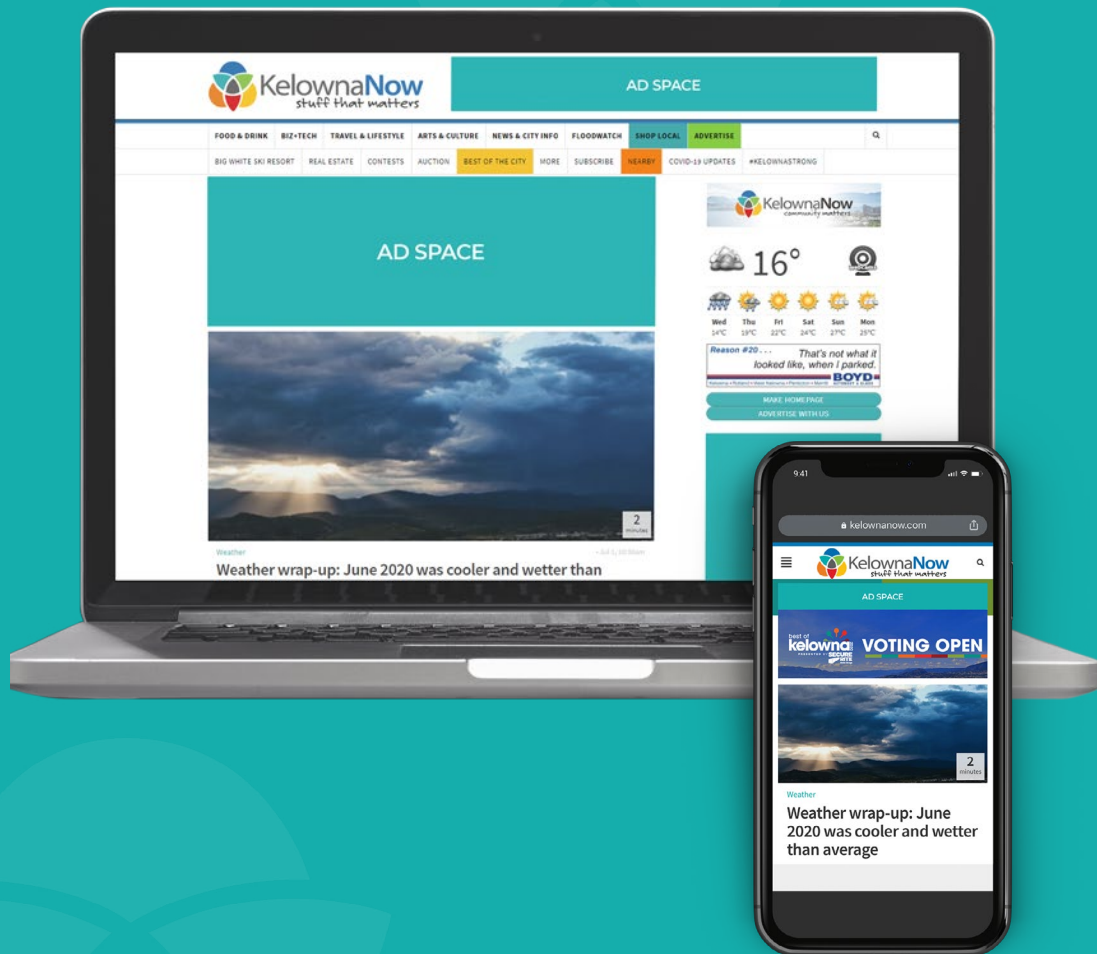
- Homepage
- Run of Site
- Homepage Takeover
- Newsletter
- Category Sponsor

Sizes available:

- 728 x 90
- 300 x 250
- 970 x 250
- 300 x 600
- 770 x 256

Estimated Production Time:

5 days, contingent on client providing creative files



ORGANIC INSTAGRAM POSTS

Make your brand known on Instagram. Let our growing Instagram accounts work for you by featuring your custom content in our feed. Our social team will work with you to create the perfect caption and maximize engagement, so your message gets the attention it deserves.

What You Get:

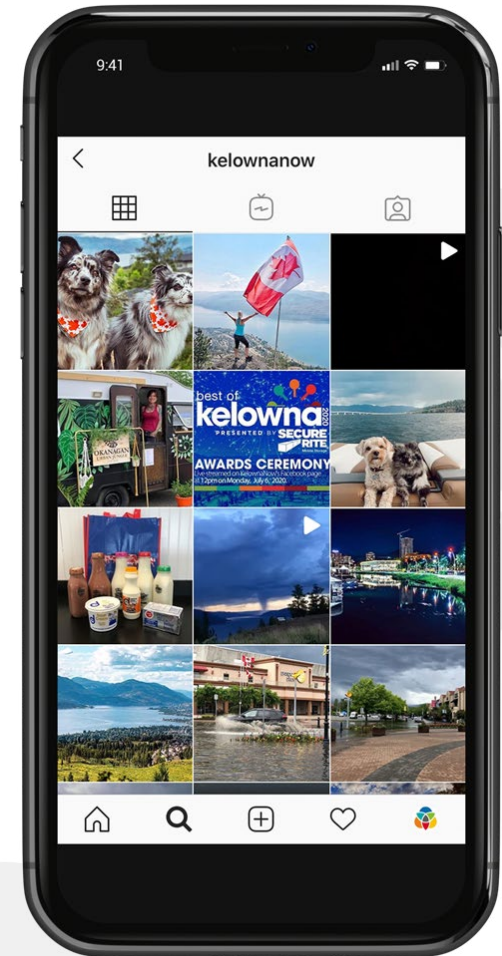
- One video or photo post on NowCities platform Instagram Feed
- Post hosted indefinitely on selected platform's Instagram feed
- Opportunity for carousel posts
- Max of 3 hashtags and/or handle tags

*client must have access to their business Instagram account and add Now platform as brand partner.

(instructions to be provided)

Estimated Production Time:

1 week





ADDITIONAL **INSTAGRAM**

Utilize the massive reach of the NowCities Instagram following and drive traffic directly to your content or website.

Story:

- Photo or video (15 sec or less) post on our Instagram Story
- Live for 24 hours from publishing time
- Can include a link in the story
- Client handles and hashtags included

Reel

Maximize social engagement with a reel. Use a high-quality video or series of clips to tell your story. Reel content must be organic in nature. You will also receive a caption for your reel to explain more about what your business offers.

Estimated Production Time:

5 days contingent on client providing creative files.

CONTEST MANAGEMENT

Social Contest:

- Contest posted on Now Platform Instagram OR Facebook
- NowCities will monitor entries and choose winner(s) at random
- Co-ordination of prize pick-up
- Contest report
- Instagram swipe-up to contest
- Add-on opportunity
- Entry requirement to follow your account, growing your audience

Estimated Production Time:

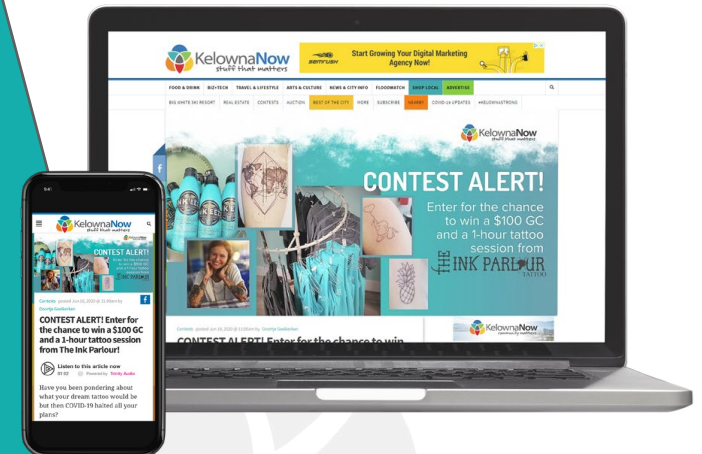
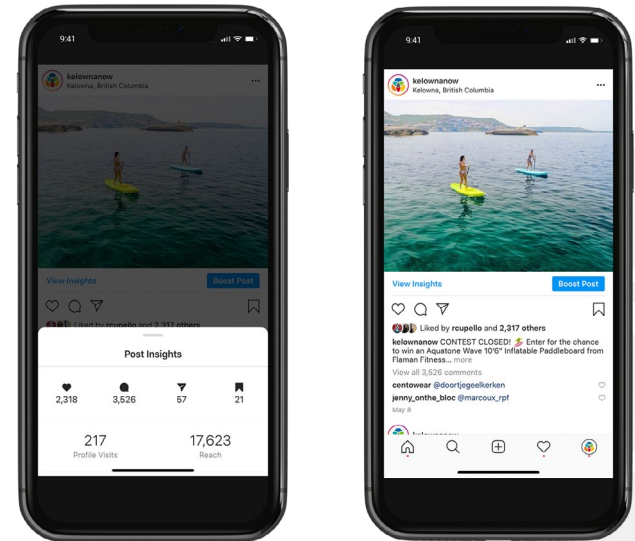
1 - 2 weeks

Digital Contest:

- Article hosted on Now platform with contest form
- Posted to Facebook, Twitter, Instagram post and story
- NowCities will monitor entries and choose winner(s) at random
- Placement in newsletter
- Co-ordination of prize pick-up
- Contest report
- Add-on opportunity - Collect opt-in data
- Add-on opportunity - Rich-Media Contest

Estimated Production Time:

1 week



KELOWNA



THE MARK ANTHONY GROUP OF COMPANIES
We Build Distinctive Brands



**Tell us your goals and we'll
work with you to customize
a campaign to reach them**

WE ARE THE NOWMEDIA GROUP

Our common thread between all six strategy units is that we are storytellers.

Let's Get Started.

Let's connect and discuss your goals - we're ready when you are!

Tel: 250.862.8010

Email: sales@NowMediaGroup.ca

Web: NowMediaGroup.ca

Addr: 1600 - 1631 Dickson Ave
Kelowna, BC

Find us on:

