

*Leading the **Future***
of **Community Media**



Black Press

COMMUNITY NEWS MEDIA

What's the state of Traditional Media?

- Incredibly strong, especially in rural markets.



Massive footprint

73%

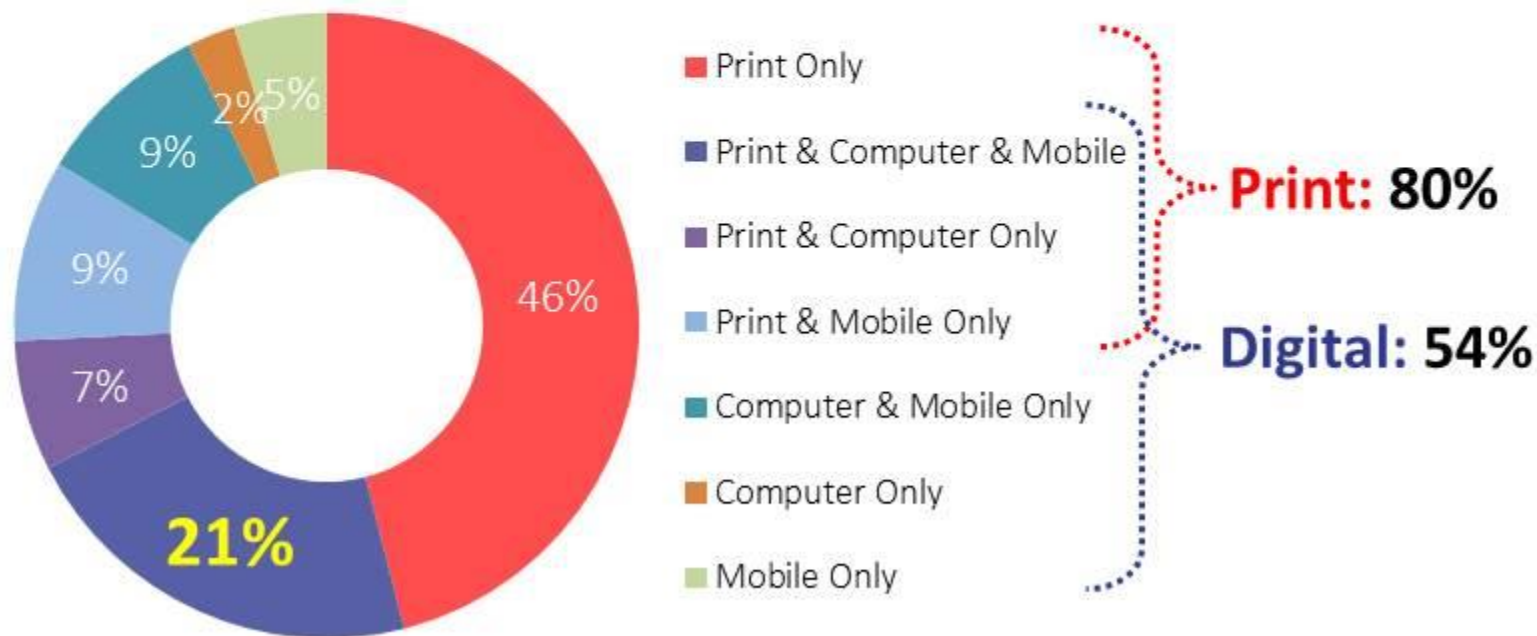
of rural Canadians read
a community newspaper



-- Totum Research

80% of readers still read **Newspapers** via a hardcopy and 54% access via digital devices.

Composition Print/Digital Weekly Readers (18+)



Winning the battle



Relevancy

Immediacy

Engagement



Audience Centric

Content consumption habits



AUDIENCE DEVELOPMENT

Leading the future of community media.

 Black Press

Social Media Strategy



Baptism By Fire

WILDFIRE FACTS:

During the week July 3rd-9th
Black Press Digital traffic
grew exponentially.

1 Million EXTRA
Page Views
in one week!



Our Goal

Striving to
become the
leading news
service in

**Western
Canada**



Black Press Media Canada at a Glance



93

**news + specialty
publications**
in Canada, including used.ca

2.4M

**weekly
print
readers**



2.8M

**MONTHLY
USERS**
*engage with our
Canadian websites*



**83 NEWS
WEBSITES**



1.1 MILLION
**weekly print
copies**
in British Columbia & Alberta

8.3 MILLION
monthly page views
to our Canadian websites



WE DELIVER MORE THAN 1 BILLION FLYERS PER YEAR

We understand what's possible!

TRANSFORMATION: Disruption is now 'Business as Usual'.
Digital disruption has no end point, just a continual learning curve.

