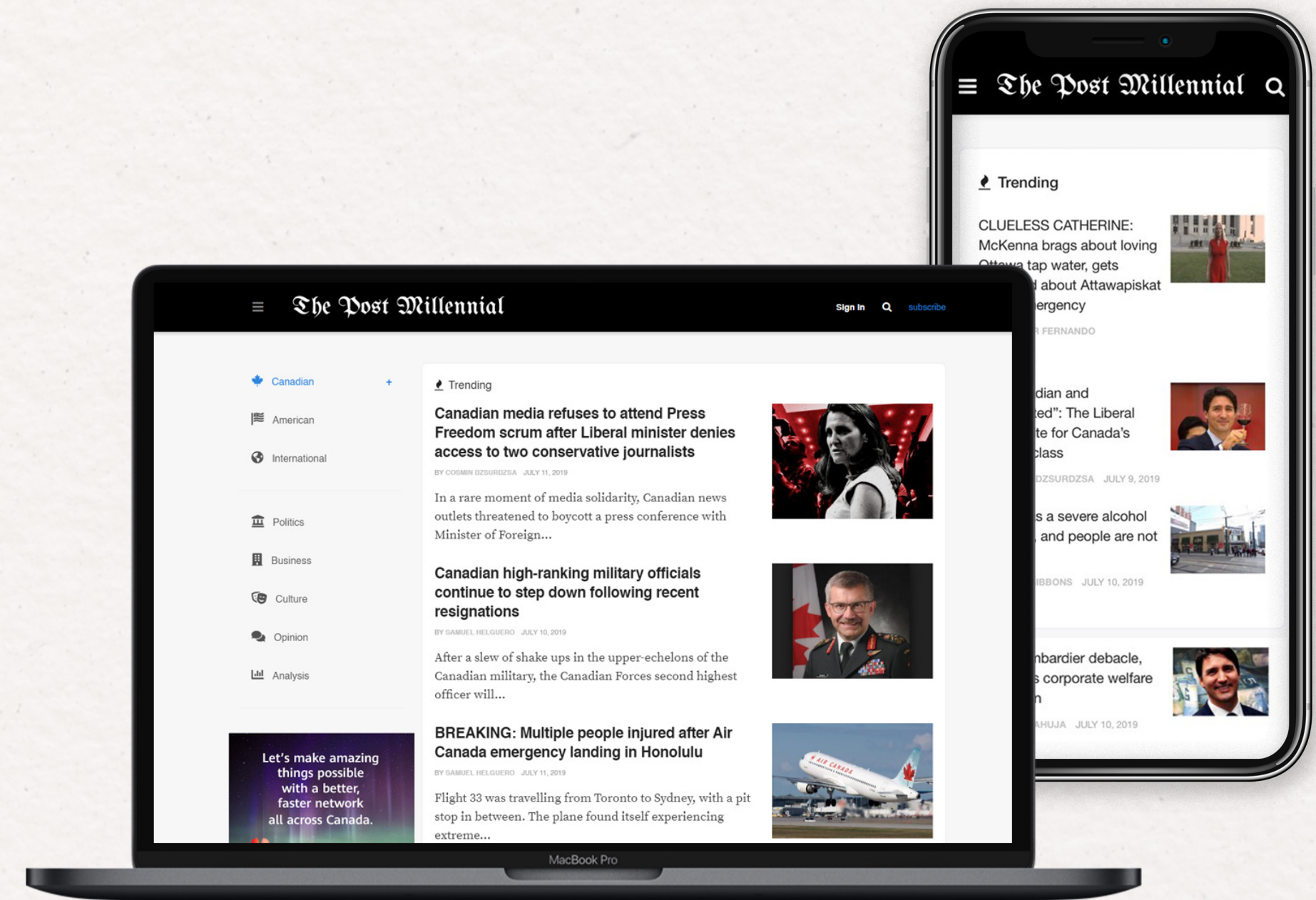


# The Post Millennial.

MEDIA KIT 2019

Reach over 2 million  
Canadians a month  
with one of Canada's  
fastest growing media  
companies.



“The Post Millennial's engagement has surpassed other right-leaning media sites.”

“The Post Millennial stands apart for its size and ambition.”

- **CBC News**



As one of Canada's most prolific digital news publications, The Post Millennial (TPM) is uniquely positioned to reach and influence Canadian public opinion and key stakeholders.

With over two million monthly unique users, our online reach is unlike traditional media companies. Not only is TPM's audience primarily centre-right politically, our users are heavily active and engaged on social media.

The online activity of our large audience and influencer network gives TPM the tools and reach needed to guide public discourse.

TPM's social accounts are followed by key stakeholders, including members of parliament, cabinet ministers, provincial politicians, senior political staff and press gallery members, making our platform a direct line to major Canadian decision-makers.

Throughout the development, implementation and execution of each campaign, we work closely with our clients to ensure objectives and KPI's are not only met, but exceeded.

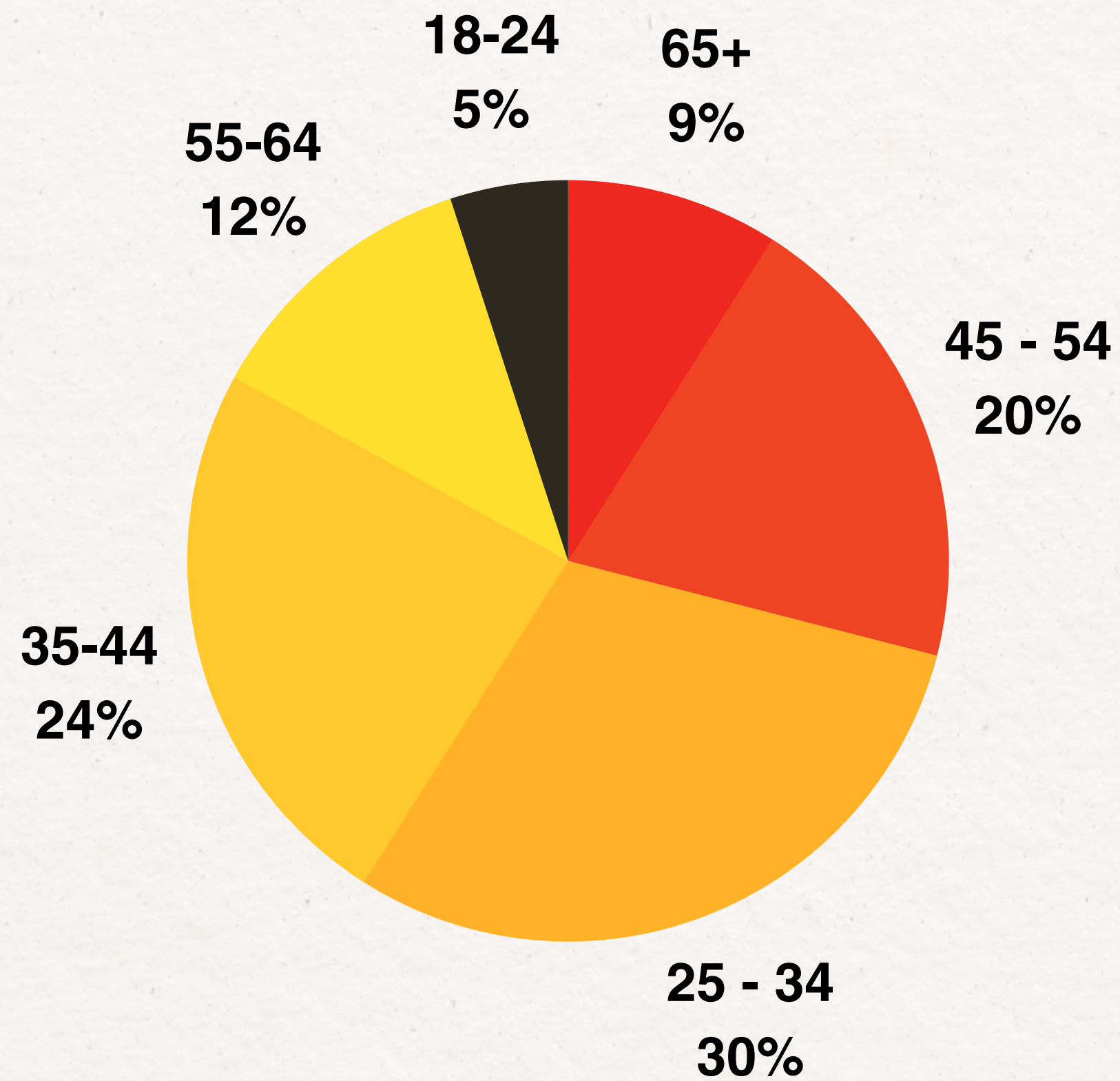
Our work can include total "site-takeovers" as well as banner ads and native articles. Furthermore, depending on the package selected, we can also place high-impact ads on site and produce customized video content for organic and promoted distribution.

Our content uses industry best practices that are optimized for the platforms' newsfeed algorithm and user engagement.

Working with your team, TPM will develop scripting, creative, post copy, and mobilization methods. We look forward to working with you to ensure you can effectively tell your story and reach the right people.

*"One of Canada's fastest-growing news websites."*

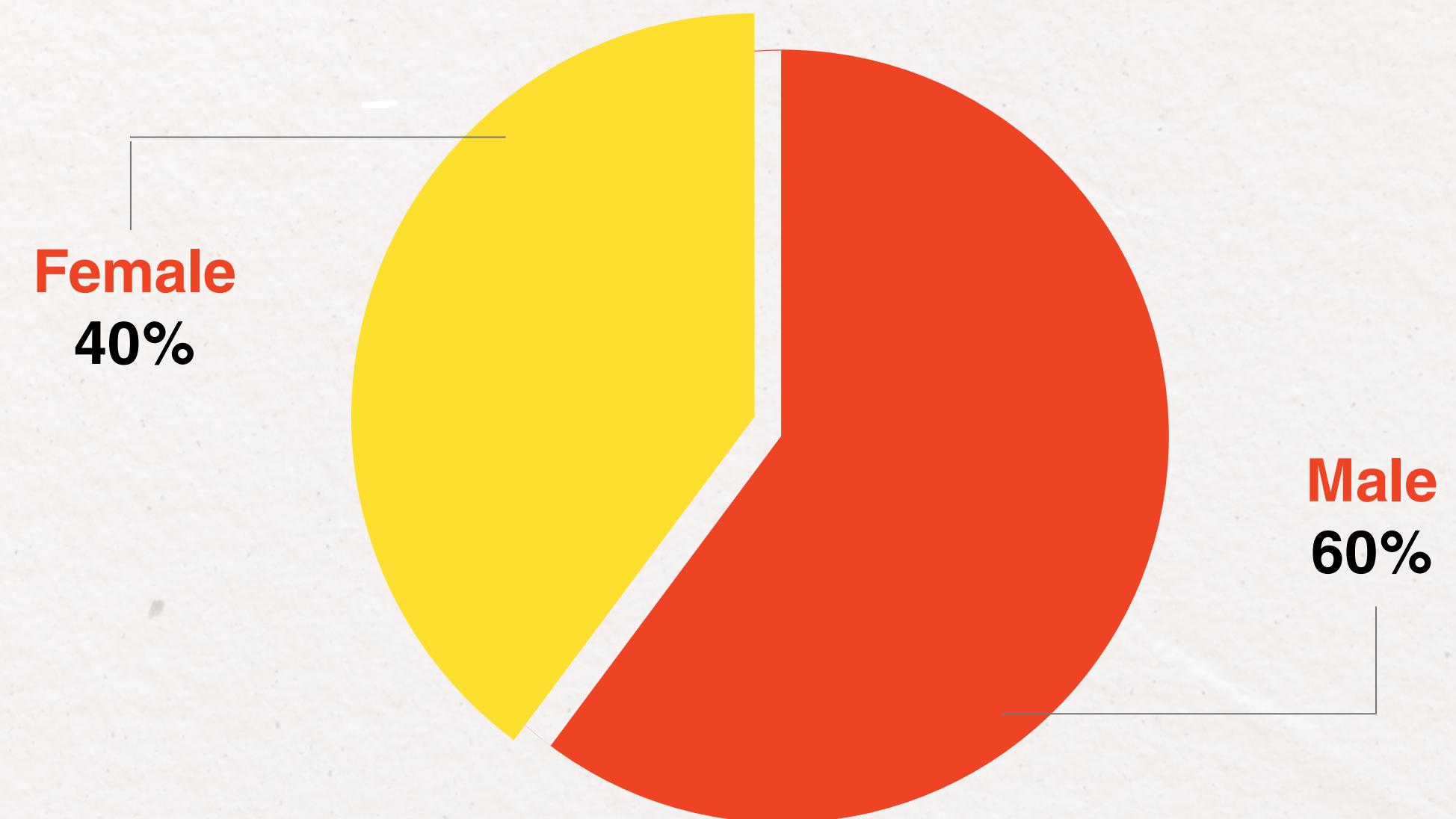




Age Breakdown

Audience Location:

74% Canada 19% USA  
5% UK 2% Other Countries



Gender



# Social Metrics

PM.

Last 28 Days



Post Reach

1,341,601

Post Engagements

1,716,739

Video Views

695,116

Page Likes

39,168

Tweet Impressions

4.66M

Profile Visits

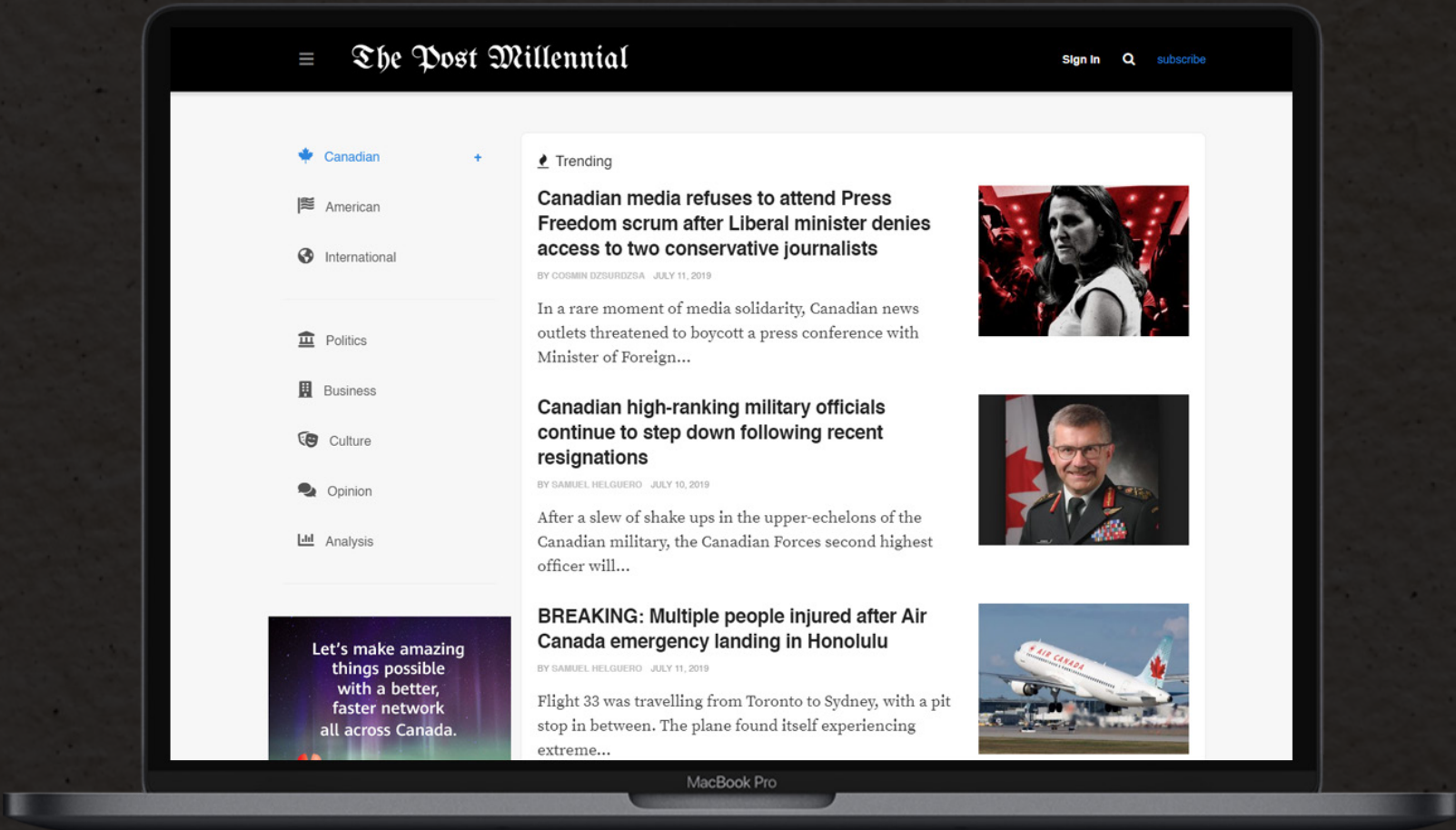
23.2K

Mentions

10.9K

Followers

19K



Page Views

4.4 Million

Unique Users

2 Million