

# MEDIA KIT



“Visitors to local media sites are more likely than visitors to other sites to take action after seeing local ads”

The Online Publishers Site (2010)

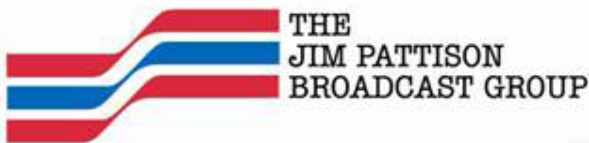
## BC INFO NET - Keeping it Local

---

BC Info Net is the most complete and locally based community news network available to advertisers in BC. All properties are the go-to sources for community leaders and local residents.

With the blend of sites you are able to access local, homegrown news portals that are unique to that market's culture. The audience is local and keen to understand the issues surrounding their region, and how they will be affected.

### News/Information BC



BC Info Sites generate 500,000+ unique Canadian Visitors and 18 million page views/month.

# MARKET REACH

---

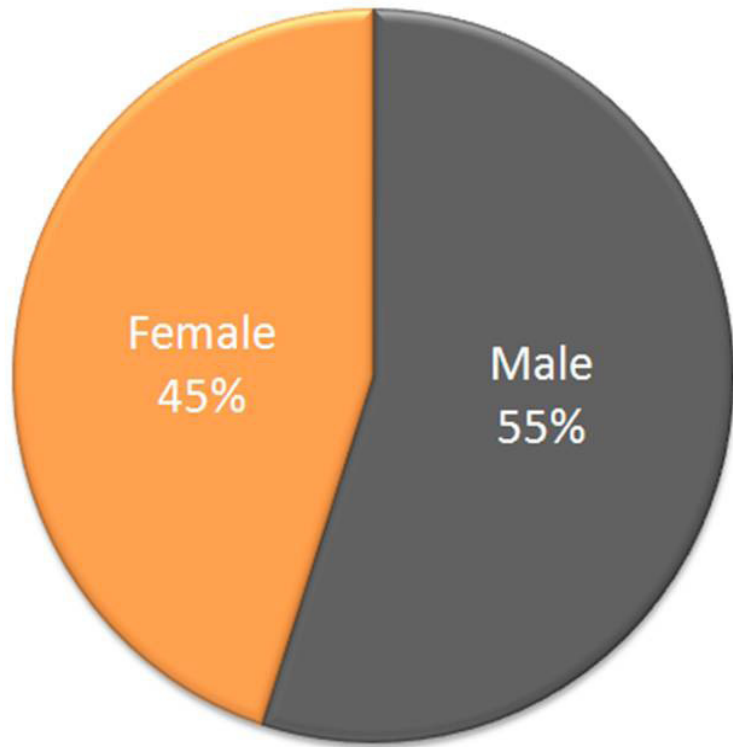
BC Info Net sites reach both urban and rural markets across British Columbia with ONE BUY. Your message is guaranteed to be delivered throughout all corners of the province.



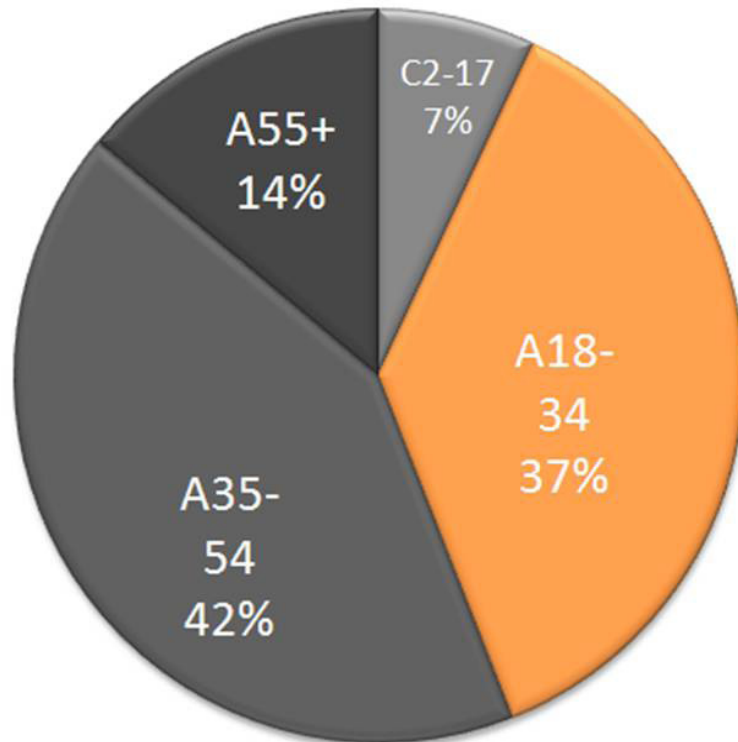
# DEMOGRAPHIC BREAKDOWN

---

Gender Breakdown of Unique Canadian Visitors



Age Composition of Unique Visitors



VancouverIsAwesome.com is an award-winning, community-based site dedicated to spreading a positive message about the city of Vancouver, BC and the arts and culture fostered within it.



70,000 unique visitors/month  
245,000 page views/month  
A18-54 who are socially and culturally active

The Tyee, BC's online source for news, culture, political opinion and solutions. The Tyee reaches the most discerning, highly educated, active, and web-savvy opinion shapers in BC.

80% of visitors said that if the Tyee shut down tomorrow, it would signal the loss of an invaluable member of the BC media.



200,000 unique visitors/month and increasing  
600,000-800,000 Pageviews/month

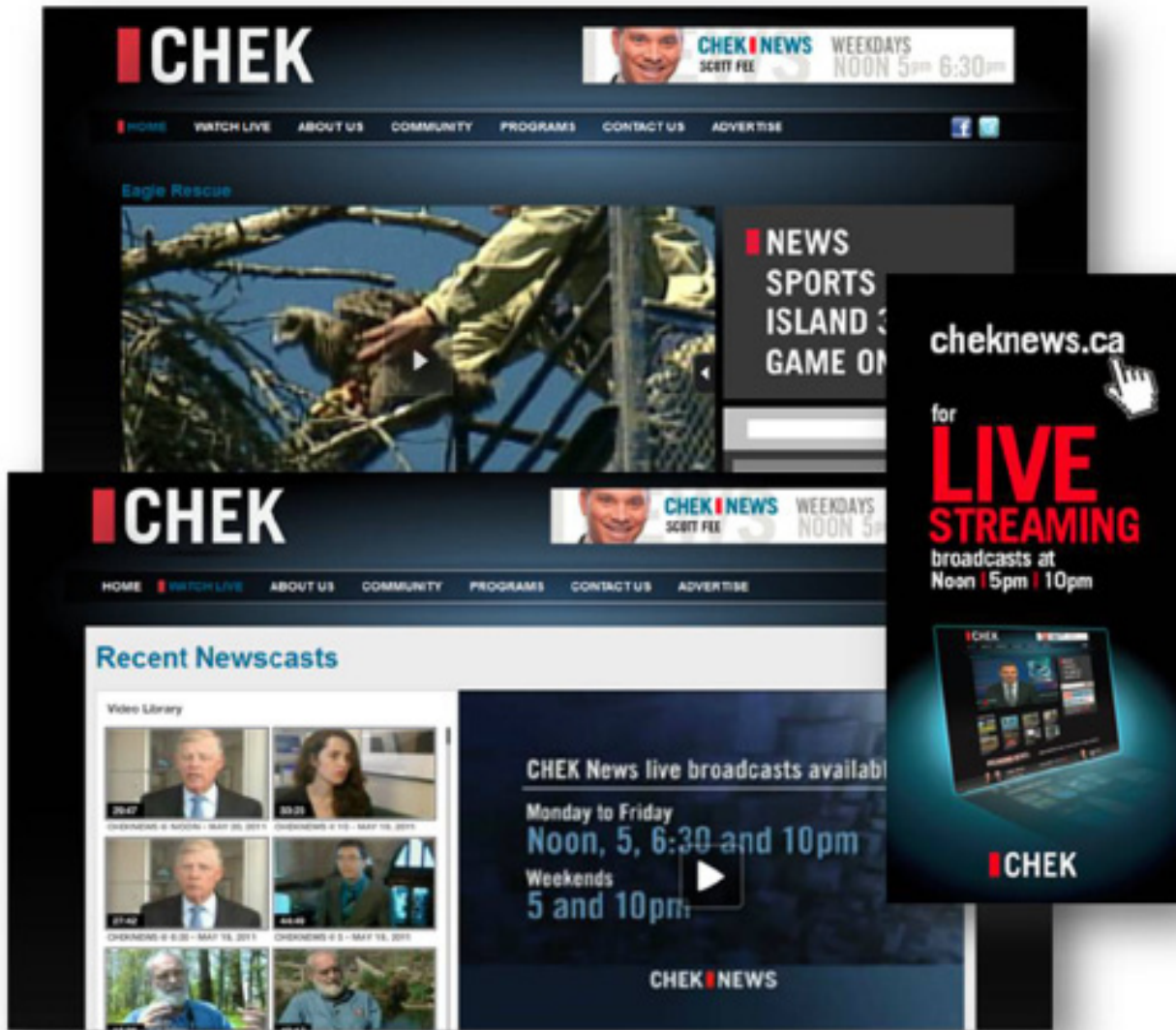
94% have post-secondary education of some kind  
34% have a Bachelors Degree  
31% have a graduate degree

My Chilliwack News.com captures the attention of both Chilliwack and its surrounding regions.

The classifieds section garners a lot of user attention, as well as the sports and events pages. Chilliwack is home to the WHL Team, The Chiefs, and features live games, updates and more.

The screenshot displays the mychilliwacknews.com website interface. At the top, there is a banner for 'AGASSIZ SPEEDWAY' with the tagline 'Non-Stop Racing Action' and a checkered flag icon. Below this is the website's logo and navigation links for 'Home', 'Listen Live', and 'Search Site'. A weather widget shows '18.6°C Full Forecast'. A news article titled 'Driver of Red Mustang That Collided with RCMP Cruiser Dies in Hospital' is featured. To the right, there is a 'GOLOW' advertisement. Below the main content, there are several smaller ads: 'CHILLIWA CHIEFS ARE BACK', 'How do you save 50% or more on things you use everyday?' (GOLOW), 'Reported Elsewhere At the City of Chilliwack - What's New?', 'Swimsuit Model Photo Gallery', and '2011 DODGE CHARGER'.

The revamped CHEK news.ca website, with its fresh new look and pre-roll video capabilities, was launched April 2011.



18,000 unique Canadian visitors/month  
65,000 page views/month  
3.12 minutes spent on average/visit

Castanet is the most-read local news properties in interior BC, serving markets such as Kelowna, Penticton, Kamloops, Vernon and Vancouver. Castanet serves an affluent audience - 49% of which have a HHI of over \$75K.



200,000 unique BC visitors/month  
32-million BC page views/month  
4.6 minutes spent on average/visit  
18.4 average visits per visitor

Opinion 250.com is the #1 source of in-depth online news and opinions in Central BC and Prince George. The main news writer is a highly regarded news/opinion leader and has been writing for over 30 years.

The screenshot displays the Opinion 250 website interface. At the top, there is a banner for 'Your City Matters' with a logo for the City of Prince George. Below this is the main header with 'OPINION 250' in large green letters and the tagline 'Your News, Your Views, Now.' The date and time are shown as 'Feb 10, 2011 3:55 PM'. A navigation menu includes links for HOME, NEWS, VIEWS, SPORTS, MONEY, LIFE, TRAVEL, HOME & GARDEN, HEALTH, and VIDEO. A weather widget shows '1.0°C Full Forecast'. There are several advertisements, including 'seth tobin JEWELLERS' with the slogan 'Make Her Smile...', 'RANDY'S AUTO SERVICE LTD.', and 'AVE MARLA'. A sidebar on the right features 'THE EXPLORATION Museum and Science Center PLACE' with the text 'Open 7 Days a Week In Fort George Park History Science, Live Animals and More'. At the bottom, there is a green banner with the text 'If you want to Advertise Why not go with the number 1 medium in the world the internet' and the 'OPINION 250' logo.

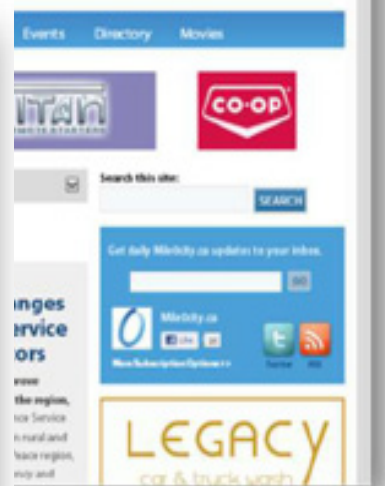
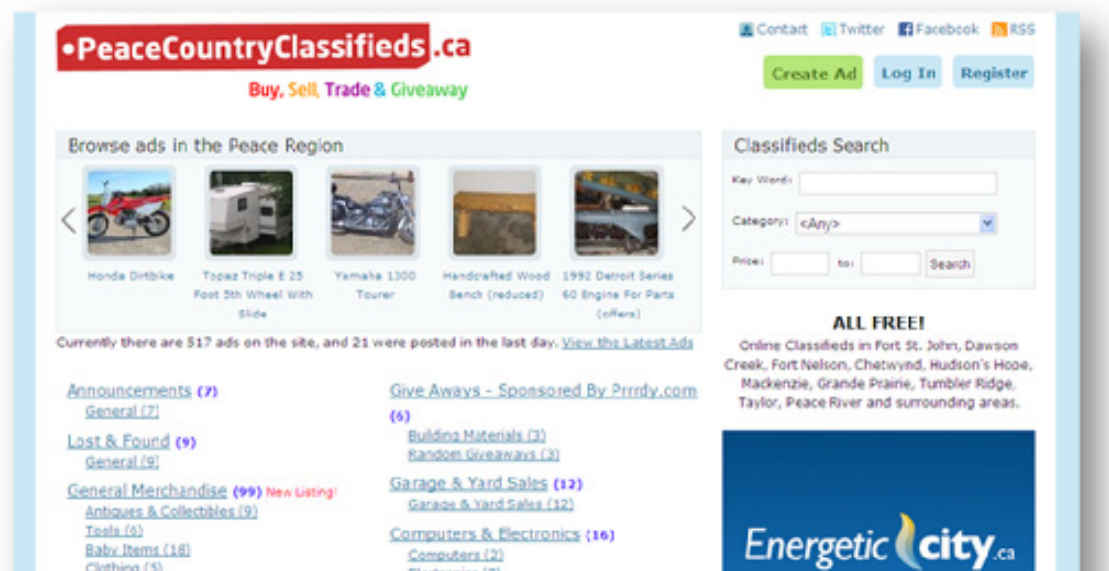
\*40,000 unique visitors/month  
approximately 11 pages viewed /visit

## ENERGETIC CITY.CA & MILE0CITY.CA

The only local websites where the content is all about the Peace Region in Northeastern BC. The sites include comprehensive news from both the energy industry, city councils, sports, arts and culture for the area.



18,000 unique Canadian visitors/month  
65,000 page views  
3.12 minutes spent/visit



Pattison Online includes sites for local radio stations that cover the dynamic urban and rural centres of BC.

Typically, only local residents of the community visit a radio station website to gain local information, news, weather, sports updates, enter contests and listen live. Your message is assured to penetrate the local community.



British Columbia Sites - 800,000 impressions/month



For more information contact us:

[info@westernmediagroup.ca](mailto:info@westernmediagroup.ca)

604-736-6628



WESTERN MEDIA GROUP