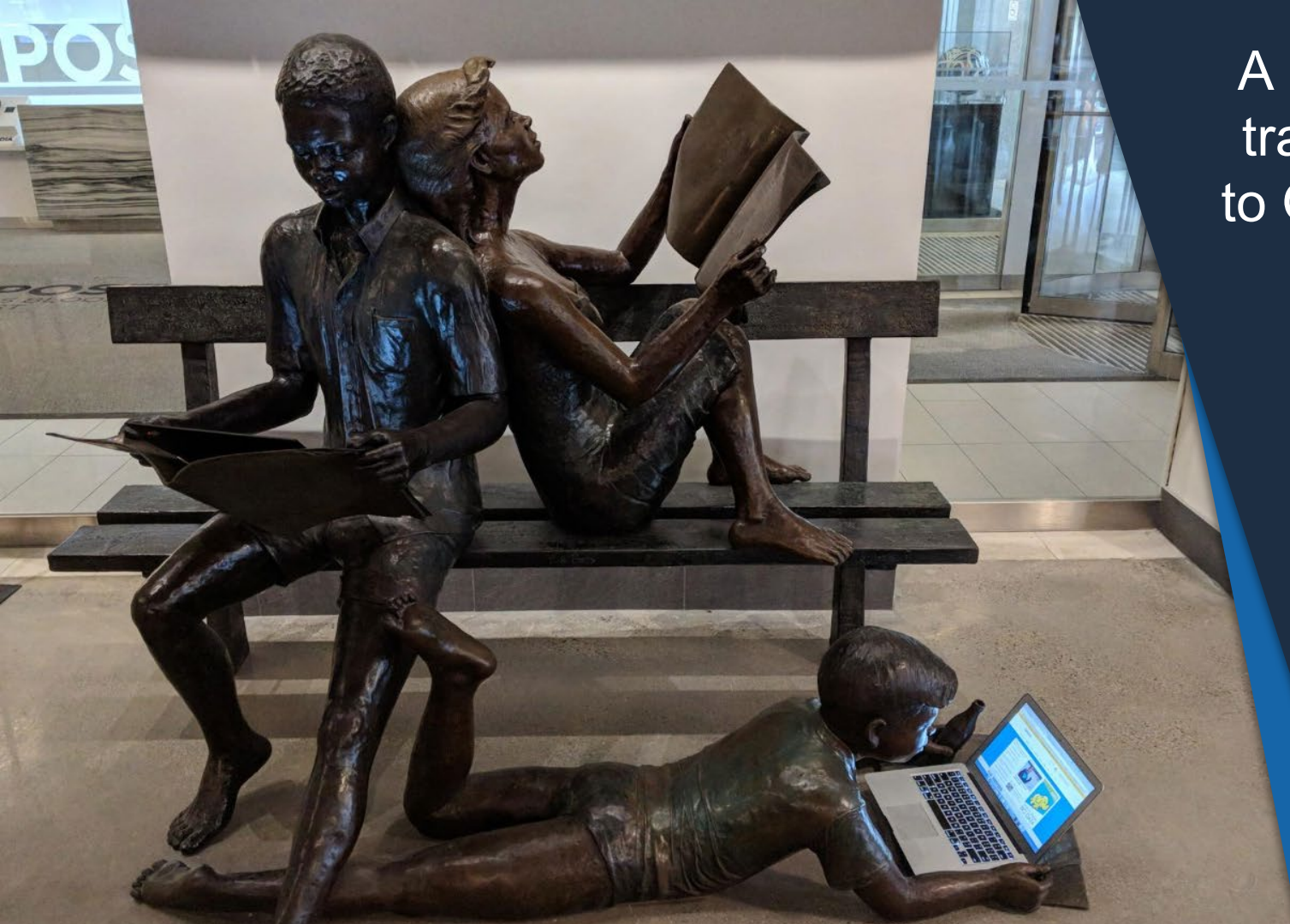


# VILLAGE

media.ca



# A community's transformation to Online News



# About our Village

Village Media operates twenty-one hyper-local news sites throughout Canada.

We are online-only and focused on local content – anchored in local reporting, but inclusive of weather, events, obituaries, and a wide range of community information.

We are **BORN DIGITAL**

**VILLAGE**  
media.ca

BARRIETODAY.com BAYTODAY.ca BRADFORDTODAY.ca COLLINGWOODTODAY.ca ELLIOTLAKE TODAY.com

GUELPH TODAY.com NEWMARKETTODAY.ca ORILLIAMATTERS.com SOOTODAY.com THOROLD NEWS.com TIMMINSTODAY.com

*plus 10 partner sites across Canada*

# VILLAGE

media.ca

PRINCEGEORGE MATTERS

StAlbertTODAY

KAMLOOPS MATTERS

MOOSEJAW TODAY

thnewswatch.com

TIMMINSTODAY

HALIFAXTODAY

Business

sudbury

SOOTODAY

ELLIOTLAKE TODAY

BAYTODAY

OTTAWA MATTERS

MANTOULIN EXPRESS

ORILLIAMATTERS

COLLINGWOODTODAY

BARRIETODAY

BRADFORDTODAY

NEWMARKETTODAY

GUELPH TODAY

THOROLD NEWS

KITCHENER TODAY

44 million

monthly page views



63,000

email subscribers



305,000

social media followers



2,501,000

monthly mobile users



1,079,000

monthly desktop users

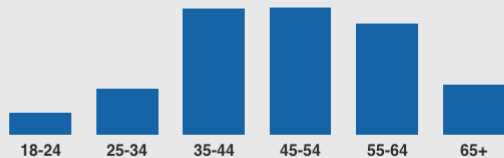


614,000

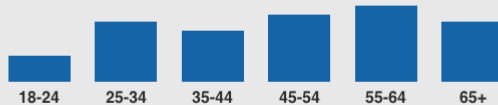
monthly tablet users



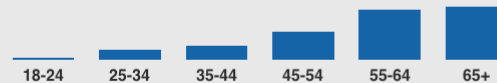
Source: Google Analytics, January 2019



mobile visitors by age:



desktop visitors by age:



tablet visitors by age:





**ORILLIAMATTERS**.com

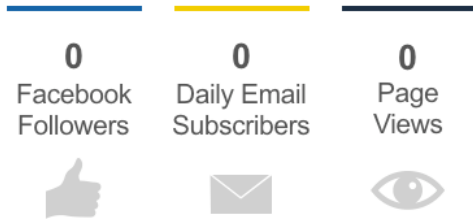
Launched January 8, 2018

# Launch

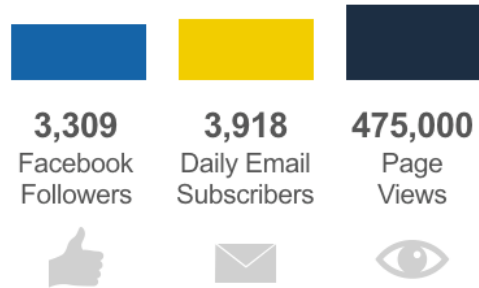
- Former daily “The Orillia Packet and Times” closed in December
- Hired former Publisher, Editor, Regional Reporter and Regional Ad Manager
- Executed pre-launch tactics (social, search, display, etc.)
- Email acquisition campaigns, Social follower campaigns
- Word of mouth, radio partnerships, out of home
- Launch event
- Community sponsorships
- Chamber, Rotary, City involvement

# Growth

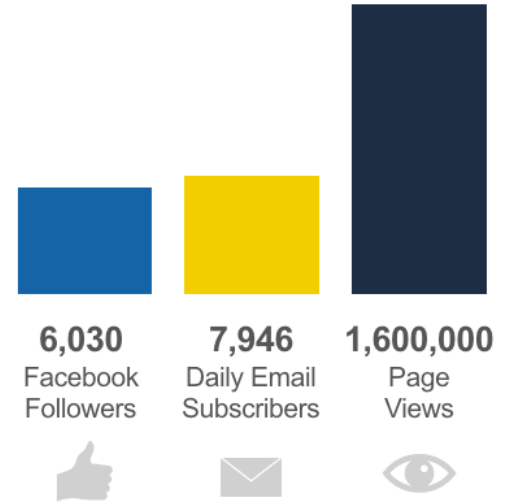
## Launch Jan.18, 2018



## First Month Jan.31, 2018

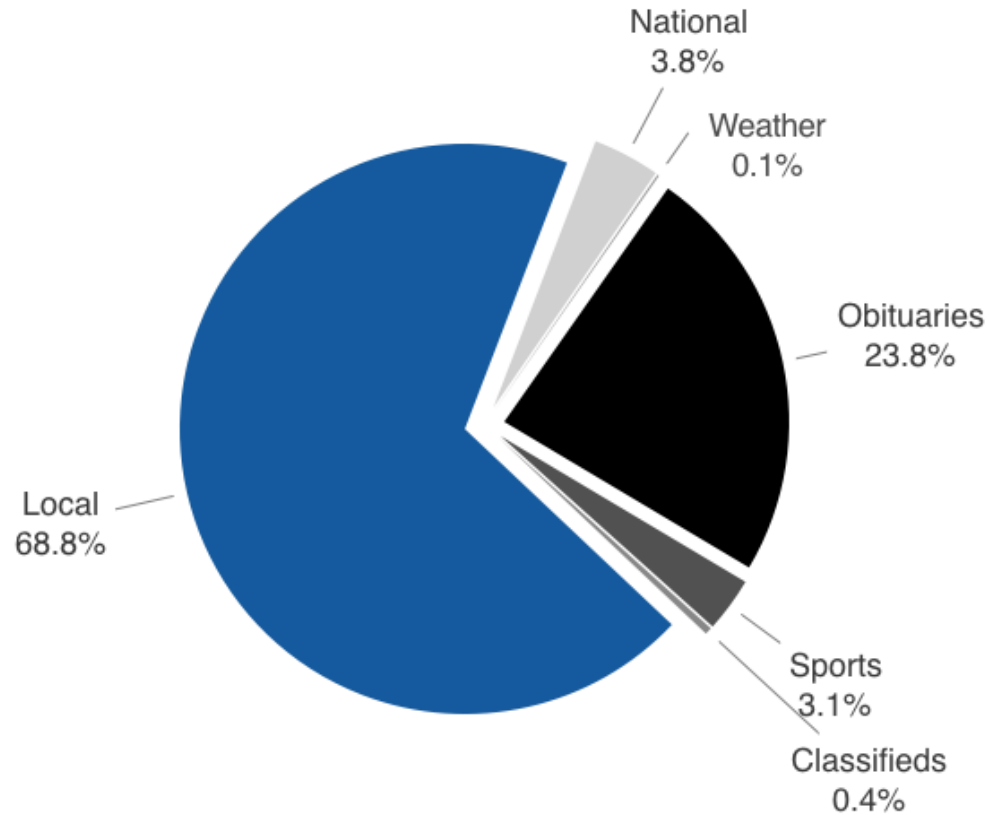


## First Year Jan.31, 2019

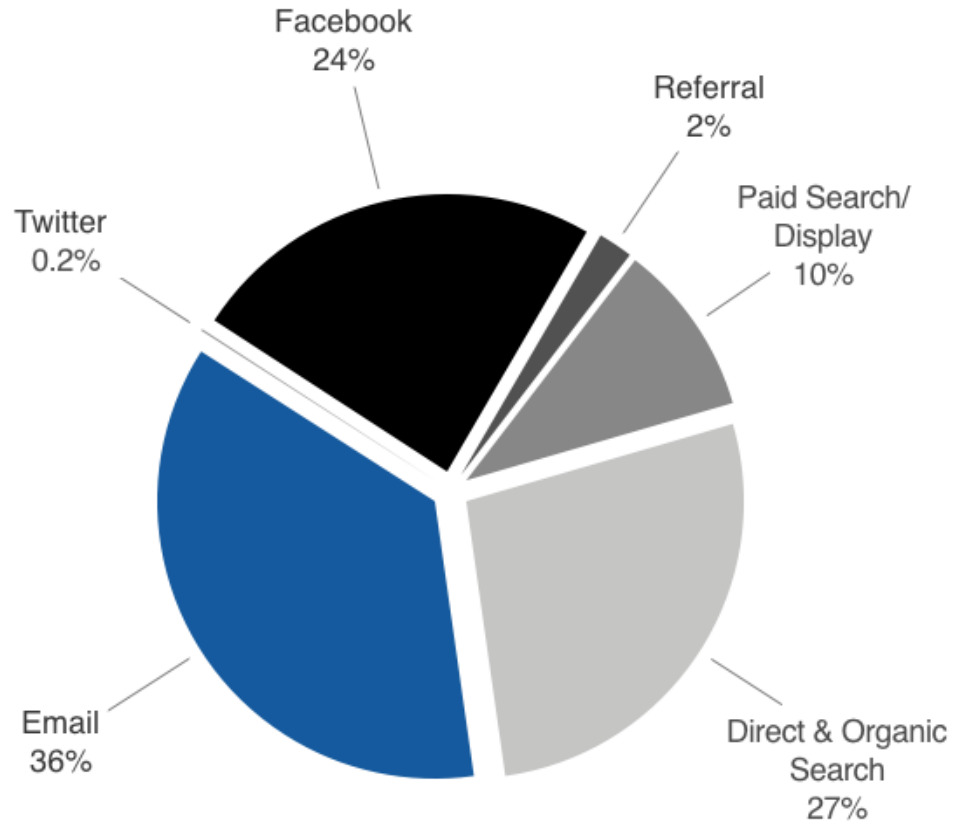




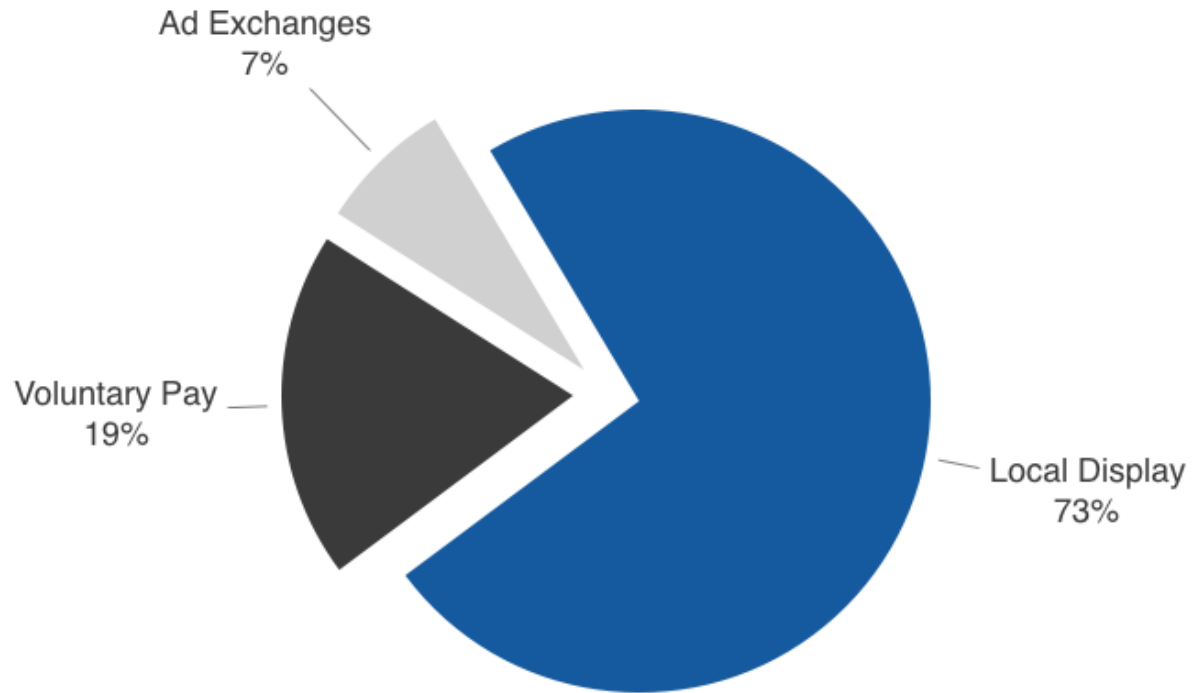
# Hyper-Local Interest



# Traffic Source (by page views)



# Revenues: Fall 2018



# Highlights

- Orillia Population ~ 30,000
- Facebook declining in total traffic
- Email + Direct/Google Organic now top two positions
- Four months to traffic > prior daily newspaper digital audience (approx 650,000 at prior peak)
- Three months to profitability
- 30%+ market saturation in email subscriptions @ 7946 subscribers - averaging 50%+ open rate
- Prior newspaper circulation ~ 3000 paid

An aerial photograph of a large body of water, likely a lake or reservoir, surrounded by dense green forests and some developed areas. The image is overlaid with a semi-transparent blue filter. The text "Thank You!" is centered in the middle of the image in a white, bold, sans-serif font.

**Thank You!**