

MEDIA KIT



@indiginews



@indiginewsmedia



@indiginews



**Where your stories are heard,
understood and respected.**

You can help us reach and give a voice to Indigenous communities in the Okanagan Valley, Vancouver Island, and surrounding areas.

ABOUT INDIGINEWS

IndigiNews is dedicated to covering the news in a way that allows for your stories to be heard, understood, and respected. We aim to produce valuable, relevant, and trustworthy content by listening to the communities we serve through our work.

IndigiNews was created through a partnership between Aboriginal Peoples Television Network (APTN) and The Discourse. The goal of this partnership is two-fold: first, to provide journalism that serves and is driven by what local communities say they want. Second, to experiment with new business models for digital local news that contribute to the long-term sustainability of independent Indigenous news in Canada.

OUR 10 INTENTIONS

1. IndigiNews is rooted in **respect**
2. IndigiNews cares about **people**
3. IndigiNews is **always listening**
4. IndigiNews is committed to **getting it right** – every time
5. IndigiNews is focused on **relational journalism**
6. IndigiNews **builds bridges**
7. IndigiNews prioritizes **impacts** over clicks
8. Indiginews is **radically transparent**
9. IndigiNews is **always evolving**
10. IndigiNews **collaborates** to have a larger impact



OUR AUDIENCE

We engage with our audience through a variety of mediums. Each channel offers a unique way for us to share stories, start a discussion, or receive feedback. **Indiginews produces Indigenous-centred media in the Okanagan and across Vancouver Island.**

NEWSLETTER AUDIENCE

Subscribers	26,400
Open Rate	26.0%

ONLINE READERSHIP

Users	20,992
Pageviews	26,650

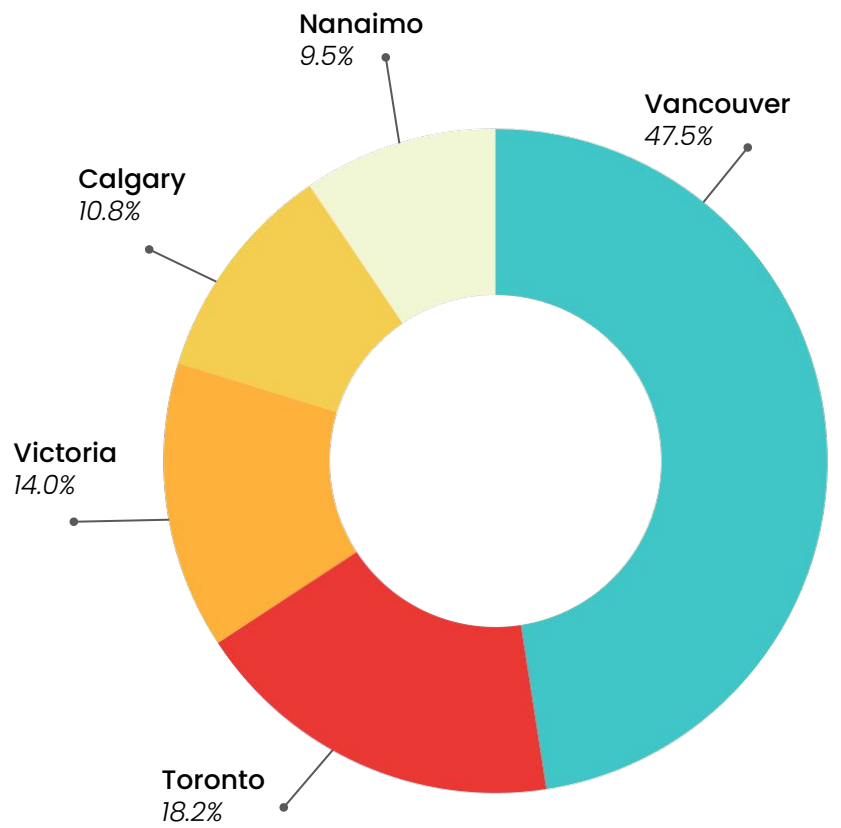
SOCIAL MEDIA

Facebook	14,000
Blue Sky	6,200
Instagram	17,500

AUDIENCE DEMOGRAPHICS

72% Female	23% Male
01:05 Time On Page	45+ Core Age Range

TOP 5 READER LOCATIONS



NEWSLETTER SPONSORSHIP

PARTNERS MAKE OUR JOURNALISM POSSIBLE



SUPPORT INDIGENOUS JOURNALISM

Twice a week, IndigiNews reaches a diverse audience of Indigenous and non-Indigenous readers.

If you have a message or event you would like to promote, we can help. Our newsletter reaches a diverse audience of Indigenous and non-Indigenous readers, and we are looking for value-aligned businesses to sponsor future editions.

HOW WE CAN HELP

- Our ads take up more screen real estate than traditional banner ads, creating a higher quality ad
- Our ads allow for custom content resulting in better engagement
- Our audience is made up of local residents, guaranteeing you will reach the people most important to you

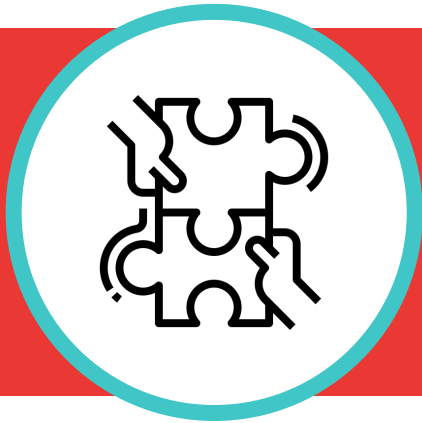
HIGH QUALITY, AFFORDABLE ADS

- Notation of sponsorship at the top of the email
- Space for a 970x550 image
- Headline (16 words max), copy (50 words max) and, link
- Mobile friendly newsletter designs



PARTNERSHIPS

PARTNERS MAKE OUR JOURNALISM POSSIBLE



SUPPORTING CONTENT

We are happy to discuss larger opportunities for underwritten content, and customized sponsorship opportunities.

CONTENT UNDERWRITING

As a content underwriter, you will financially support independent editorial coverage without being involved in the actual development of content.

Content underwriting is a critical part of helping fund independent news publications while allowing us to retain editorial control and integrity.

Please note that our advertising partners undergo a vetting process to ensure messaging is consistent with IndigiNews values. We are selective of advertising partners in order to maintain the trust and loyalty we've built with our highly engaged audience.



PARTNER WITH US

YOU CAN MAKE A DIFFERENCE

You can support Indigenous journalism on Vancouver Island, the Okanagan and surrounding areas. Sponsoring IndigiNews newsletters is one way to fund our work; helping us pay our staff and cover costs like running our website, events, and social media.

Thank you for backing independent Indigenous storytelling.

RATES

We offer exclusive sponsorship opportunities in our weekly newsletter. Pricing is based on a per-campaign basis, with options for one-time, bulk, and non-profit sponsors:

\$750 for a one-time exclusive

\$650 each for bulk orders (2 or more)

\$500 for registered non-profits

To book a spot or discuss custom options, please contact Eden Fineday at:
eden@indiginews.com





PARTNERSHIP CLAUSE

IndigiNews retains editorial control of our content in all circumstances. Funding partners do not have input into the stories that will be produced, are not aware of specific stories we are working on, do not review them before publication, and do not have special access to reporters. We will always disclose who our funding partners are to our readers. Partners must sign a clause agreeing to editorial independence before entering into a partnership agreement with IndigiNews.

PARTNER WITH US TODAY

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