



Media Kit 2020

THE GEORGIA
straight



Say Hello to the *Georgia Straight*

Since 1967, the *Georgia Straight* has been delivering thought-provoking stories that impact Vancouver, the city we love and call home.

The unrelenting pursuit of **fact-based journalism** is the driving force behind what we do. We are inspired by Vancouver's dynamic diversity and strive to celebrate it by including people from all backgrounds and experiences.

Through its commitment to the community, the *Georgia Straight* has forged **long-standing relationships** with the city's changemakers in business, arts & culture, government, health care, and the cannabis community.

“ Diversity is our strength. ”

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Our audience

Total weekly readers
print + online = **1.085 M**

1.5M
monthly
print readers

1.1M+
new users
per month

3M+
monthly
page views

56%
male

44%
female

Social Media + Newsletter Opt-In Subscribers



93K



47K



147K



45K

Online: data per Google Analytics November 2019.

Print: independent survey conducted by Vancouver Focus, December 2016.

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Our followers are

Art & Theatre Aficionados Health & Fitness Buffs
Foodies Green Living Enthusiasts
Movie, Music & Book Lovers Business Professionals
Avid News Readers *Shoppers*

Age

29%	25-34
23%	35-44
19%	45-54

Education

35%	Technical
33%	Post-Graduate
32%	Completed University

Income

39%	\$125K+
33%	\$100 – \$125K
28%	Other

Online: data per Google Analytics November 2019

Print: independent survey conducted by Vancouver Focus, December 2016.

“ In short—they are active & engaged. ”

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Our street reach

Distribution Highlights

- Nearly **7,000 individual drop locations** including boxes, racks, businesses and apartment lobbies
- **97% Pick up rate**
- Boxes positioned near **Starbucks** locations and inside most **independent coffee shops & restaurants**
- Located at all major transit routes including **SkyTrain and SeaBus stations**
- Drops outside of Vancouver are placed in **high foot traffic areas** (grocery stores, coffee shops, restaurants and transit)

Total Drops per Market

6,491	Vancouver
200	Burnaby & New Westminister
198	North & West Vancouver (North Shore)
83	Richmond

Total: 6,972 (Number of papers per drop varies.)



The *Georgia Straight* is published **every Thursday**.

Copies are distributed free every week throughout Vancouver, Burnaby, North and West Vancouver, New Westminister, and Richmond.



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Let's work *together*

+ Print + Online + Content + Social + Contesting
+ Sponsorship + Custom Collaborations

No longer immersed strictly in the realm of print, we understand that **marketing solutions** need to be **as unique as your business goals**.

Our team is experienced in creating **powerful, engaging and effective messaging** across all platforms.

Connect with us
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