

**ARE YOU  
READY**



**TO  
ACTIVATE  
YOUR  
BRAND?**

IT'S SIMPLE. BECOME A PARTNER IN THE CRIERMEDIA PODCASTING COMMUNITY. FIND YOUR AUDIENCE. BRING YOUR BRAND TO LIFE IN THE CONTENT THEY'RE HUNGRY FOR.

**NO.1**  
PODCAST NETWORK  
in Canada

**NO.2**  
NEWS PODCAST  
in Canada

**NO.1**  
SOCCER PODCAST  
in Canada

**NO.1**  
INSURANCE PODCAST  
in Canada

**400%**  
ANNUAL GROWTH  
for three years running

**21,200,000**  
IMPRESSIONS

**4.7%**  
ENGAGEMENT RATE  
(<1% avg. - statista.com)

**525,000**  
VIDEO VIEWS  
per month

**725,000**  
VIDEO MINUTES  
watched per month

**500,000**  
PAGE VIEWS  
per month

# GO BEYOND THE NUMBERS

Despite how good they look, you're going to join our community for more than just great numbers. You'll join so we can activate your brand.



## KEY DEMOGRAPHICS

Crier Media targets adults 18-54 who actively engage with news, sports, and socially responsible and irreverent pop culture content delivered by trusted, unbiased content providers and influencers who are the gold standard in their verticals



## GUARANTEED PERFORMANCE

Our mastery of data analytics lets us remove the guessing game of spread shot advertising and guarantee results. You will see them in reports, in more clicks to your web properties and more buzz around your message.



## PINPOINT TARGETING

With over 70 podcasts offering discussion, opinions and ideas, on topics like news, sports, lifestyle, mental health and even pens (really!), it's easy to find the people you want to reach.



## MESSAGE AMPLIFICATION

As part of the community, your message is spread across the largest podcaster network in the country. It also goes through the social media of podcasters and influencers who repeat it to hundreds of thousands of their followers.



## EVERY MAJOR PLATFORM

Ever thought your brand would have a spot on iTunes? Or Spotify? YouTube? Twitter? Instagram? And that's just for starters. We go out of our way to make our content accessible.



## CLICKS & ENGAGEMENT

Advertising on CrierMedia means getting involved in your prospects' lifestyles, telling your story in a responsible way, and getting the clicks and engagement that comes with it.



# HOW IT WORKS

**We don't want advertisers to buy time or space. We want you to be part of what we do every day. You partner in our content.**

**1.**

## **TALK TO US**

Tell us the story of your brand, how it fits in with your audience's lifestyle, the value it offers, and your corporate values too.

**2.**

## **WE DEVELOP A FIT**

We find the best way to activate your message and make it accessible as part of the content your customers seek out.

**3.**

## **JOIN THE TEAM**

You become a partner in our podcasting community. Content creators. Podcasters. Influencers. You.



# HOW WE DO IT

The foundation of CrierMedia platform is built on the experience and expertise of people and organizations who are dedicated, future-focused, subject matter experts in their respective specialties.



Experts in building branded podcasts for individuals and businesses, SoundOff understands audio and everything to do with cost-effective podcasting.

## NVISION

The specialized digital marketing creatives at NVISION help develop your brand, including graphic design; dynamic advertising and search engine optimization.



Quite simply, SoCast is the premier, integrated content management and advertising platform for broadcasters.



Fine Tune is the go-to source for help with the start-to-finish process of getting into digital content – and monetizing it.



# START RIGHT NOW

THEN YOU OWE IT TO YOURSELF TO LEARN MORE ABOUT THE  
INVESTMENT OPPORTUNITIES AVAILABLE  
WITH CRIERMEDIA

CONTACT CRIER MEDIA TODAY

