

Huddle

Connect with Atlantic
Canadians through our
online business news
publication

MEDIA KIT

**BUSINESS
IS
GOOD.**

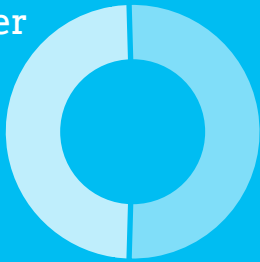


CONNECT WITH OUR GROWING AUDIENCE

Huddle is an online business news publication that engages with hundreds of thousands of readers monthly through our newsletter, social media and directly on our site.

Gender

Female
49.1%



Male
50.9%

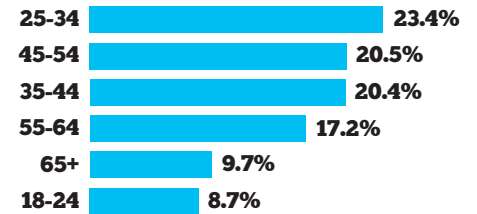


Over 3.3 Million Page Views

Reading Huddle is how educated Maritimers start their day. With an active and engaged social media community on Facebook, Twitter and Instagram, Huddle attracts thousands of unique visitors each day, drawn by local news and business.

64% of Huddle Readers Age Bracket (25-54)

Age



TOP INTERESTS

- Cooking & Food
- News & Politics
- Shopping
- Entertainment
- Family
- Green Living
- Business
- Beauty & Wellness
- Fashion

IN MARKET SEGMENT

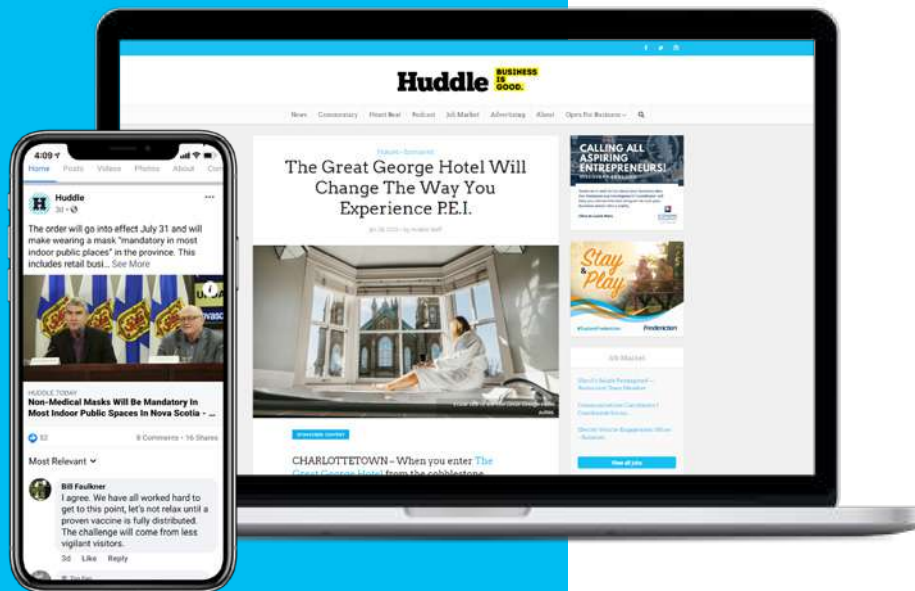
- Used Vehicles
- Financial Services
- Employment
- Home & Garden
- Real Estate
- New Vehicles

20,000

Followers on Social Media

48%

Newsletter Open Rate



*Based on data from September 1st 2020 - August 31st 2021

SPONSORED STORIES

A POWERFUL FORM OF ADVERTISING

A sponsored story is an article that is written by our professional writing team with your objectives in mind. You can promote your business, your employees, your customers or your community. You decide the topic and tell us your objectives and we will write the story.

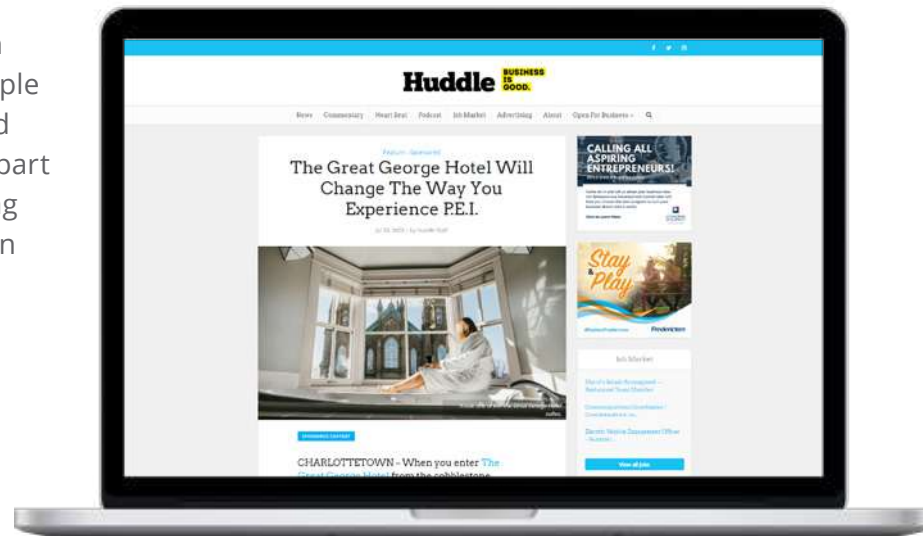
Sponsored stories are typically 600 words. It is about the length of an average newspaper article.

Your story will appear on the Huddle website labeled as "Sponsored". To maximize your reach Huddle will promote the story through its social media channels and the Daily Huddle email. You are free to share the story on your own channels.

Why you should consider Sponsored Stories

Sponsored stories are a new standard for effectively communicating brand messages online, and is employed by many of the world's largest brands.

Unlike display ads, sponsored stories require the use of both hemispheres of the brain. People are actually reading sponsored stories because they become part of the experience of consuming relevant content. This results in stronger engagement, recall and influence.



SPONSORED STORY

Advertising formats that are consistent with the form, style and voice of the platform they appear on

VS

DISPLAY AD

Simple ads that fit a specific size slot in a web page or app

SPONSORED STORIES COMPARED TO DISPLAY ADS

52%
More often seen

168%
More Time Spent

350%
Higher Click-Through

152%
More lift in Purchase Intent

* Source <https://www.sharethrough.com/resources/native-ads-vs-display-ads>

TARGETED DIGITAL ADVERTISING



WHAT IS IT?

Targeted Digital Advertising relies on user data and technology to serve ads to audiences with specific characteristics or interests. This ensures your ads get served to the right people at the right time to better achieve the goals of your marketing campaign.

Targeted Digital allows for better personalization, which ultimately translates to a higher conversion rate and effectively reduces wasted ad dollars.

Be in complete control of your campaign!

Sometimes reach is more important to you than a conversion. That's OK too! We have the technology, the tools, and the expertise to develop highly customized campaigns. Whether you need to reach a highly niche demographic or very broad prospect pool, we've got what it takes to deliver results.

Try us!



Data	Demographic	Geo-targeting	Contextual & Environment		Consumer Segments	Video
1st Party Data	Age	Countries	Above or Below the Fold	Operating System	Automotive	Player Size
2nd Party Data	Gender	Regions	Behavioral /Interest	Contextual	CPG	Player Position (i.e. Pre-Roll, Post-Roll, Mid-Roll)
3rd Party Data	Household Income	Cities	Day of Week	Site Retargeting	Finance	
Social Lifestyle	Language	Zip/Postal Codes	Device	Time of Day	Retail	
Viewability by Partner (MOAT, WhiteOps, IDV, IAS)		DMA	Internet Service Providers	Weather	Telco	
		Hyperlocal	Number of Ads on the Page	Web Browser	Travel	
				White/Black List		

HIGH CONVERTING LANDING PAGES

A Conversion is Mightier Than the Click

Our high converting landing pages help bridge the gap between a click and an actual paying customer.

Focus on conversion goals by implementing a strong call to action and eliminate web page clutter.

Websites offer information, whereas landing pages focus on a desired outcome.

START CONVERTING TODAY!

ATIKOKAN Offsite Truck Event

00 00 00 00

MAY 9 10 11

Little Falls Recreation Centre

[Learn More](#)

Thursday, May 9 • 4-8
Friday, May 10 • 12-8
Saturday, May 11 • 9am-5pm

OFFSITE Inventory

[View Inventory](#)

Meet The Team

&

Bryce Horne

[Click Here To Get Pre-Approved For](#)

CONTACT Give Us A Shout

Feel free to drop in, call us, email, or reach out to one of our representatives above through Facebook.

[Learn More](#)

Bay of Fundy

Make The Charlotte Coastal Region Your Unforgettable Wedding Destination

Want to get married on the beach or in a church? How about in an award-winning garden, or in one of two venues voted "2017 Loveliest Wedding Venues in Canada by Wedding Bells?"

[Learn More](#) [RSVP \(Contact Us\)](#)

Breathtaking Venues
The Algonquin Resort and Ticklebelly Hill, were named as 2017 Loveliest Wedding Venues in Canada by Wedding Bells.

Award-Winning Gardens
Exhibiting 27 acre horticultural masterpiece featuring themed gardens with over 50,000 perennials, shrubs, and trees.

Spectacular Beaches
Popular beaches like New River Beach Provincial Park and Harding Cove Provincial Park offer soft sand and open space.

WORLD CLASS WEDDING VENUES

The Algonquin Resort
[Learn More](#)

Ticklebelly Hill
[Learn More](#)

Kingsbrae Garden
We have all the information you need to plan your wedding, including local vendors and suppliers for catering, flowers, decorations, photography, officiants, churches, and more.
We suggest you reach out soon - our venues fill quickly!

PROTRANS PERSONNEL SERVICES INC.

As a skilled worker, you want...

- ✓ Flexible (part-time or full-time hours)
- ✓ A schedule that works around your busy day (day, evening, night and weekend shifts)
- ✓ To be paid weekly (deposit of earnings per week)
- ✓ An employer who appreciates the skills you have

[VIEW PRIORITY JOB POSTINGS](#)

LATE NEED FOR...

BUILDING CLEANER

Dieppe, NB

[Click Here To Learn More or To Apply Today!](#)

WAREHOUSE PRODUCTION

Dieppe, NB

[Click Here To Learn More or To Apply Today!](#)

GENERAL LABOURER

Moncton, NB

[Click Here To Learn More or To Apply Today!](#)



BENEFITS TO PARTIAL EMPLOYEES

- ✓ Day, evening, night and weekend shifts to accommodate any schedule need.
- ✓ Weekly direct deposit of earnings.

Reach Your Audience Quick Reference Guide

Standard Product Offerings



Huddle

Display Ads

Digital banner and big box ads posted to the huddle.today website

Brand Awareness Campaigns

Digital banner ads can be added to the Huddle e-newsletter that gets sent out to subscribers daily.

Sponsored Content

Material posted on the Huddle website which resemble other news stories but is paid for by an advertiser and intended to promote the advertiser's product.

Podcast Hosting

Hosting a podcast on the growing Huddle Podcast Network will get you direct access to our audience drawn by local business news, and we will also publish a story promoting your podcast.

Huddle Podcast Sponsorship

Advertising is available in Huddle's podcasts "Huddle Home Office" and "Insights With Don Mills and David Campbell". Podcast ads leave a lasting impression with listeners, they are the most recalled ad type and have a very high engagement rate.



Targeted Digital

Target Digital is the automated buying and selling of online advertising. Targeting tactics are used to target audiences using data so that advertisers only pay for ads delivered to the right people at the right time. There are 3 types of Targeted Digital: Display Ads, Native Ads and Connected TV Advertising.

Display Ads

Digital advertising that will appear on a website where the targeted audience is browsing.

Native ads

Appear as Sponsored Content- they resemble other content on the website they are shown, but they are actually a paid ad intended to promote the advertiser's product.

Over The Top Advertising

OTT (over-the-top) advertising is delivered directly to viewers over the internet through streaming video services or devices, such as smart or connected TVs.



High Converting Landing Pages

The landing page is where the user goes after they click an ad. The landing page should be related to the ad that clicks to it. For example, if the ad talks about different types of shoes you sell, the landing page should display different types of shoes.



Professional Design Services

Our team of professional designers work to create customized designs that embody the purpose of our client's advertising campaigns and reflect their existing brand.



Plug & Play E-Commerce

Built to accompany your existing website or Facebook page. Conveniently allow your patrons to order from your menu online or sell baby barns from the comfort of your living-room!

Additional Product Offerings for Clients with 50k+ Budgets



Social Media Management

Design services are available to create, content posted on social media platforms, like Facebook, Instagram, and Twitter, that reinforce the client's brand and on-line presence.



Google Search Network

The Google Search Network is a group of search-related websites and apps where your ads can appear. When you advertise on the Google Search Network, your ad can show near search results when someone searches with terms related to one of your keywords.



Website Management

Website management entails a number of different services that are combined together so you don't have to worry about running your website. We can do all of the website related work including security, content management, and website support.

Huddle is the premier online business news source for Atlantic Canada

- Huddle features successful companies and organizations in Atlantic Canada
- Cross platform reach over 750,000 each month
- Brand safe marketing channel
- Primary audience in Atlantic Canada, with a healthy dose of readers across the country
- Shared widely at no charge on Facebook, Twitter, Instagram and LinkedIn

Ways to advertise:	Available sizes:	Where your ad or story appears:	What are the benefits of advertising with Huddle:
Catfish and Big Box Combo	728x90 pixels, 320x50 pixels & 300x250 pixels	Catfish ad appears at the bottom of the browser window throughout the site. Big Box ad appears on story pages.	Best visibility to reach the largest possible audience
Sitewide Leaderboard	728x90 pixels & 320x50 pixels	Appears at the top of landing and story pages	Best visibility to reach the largest possible audience
Sponsored Story	600 words	Appears in the Huddle news feed and in The Daily Huddle email	A powerful form of advertising. You decide the topic and we write the story. Freely share on your channels
Leaderboard and Big Box Combo	728x90 pixels, 320x50 pixels & 300x250 pixels	Appears together on the same page throughout the site	Reach the largest possible targeted audience. Creative opportunity by utilizing two ad units
Premium Leaderboard	728x90 pixels & 320x50 pixels	Appears on landing and story pages	Increased visibility to reach a larger audience
Leaderboard	728x90 pixels & 320x50 pixels	Appears on story pages	Reach a targeted audience
Premium Big Box	300x250 pixels	Appears on landing and story pages	Increased visibility to reach a larger audience
Big Box	300x250 pixels	Appears on story pages	Reach a targeted audience
Email Big Box	300x250 pixels	Appears in daily email	Reach an active audience. Our open rate is 3x the industry standard.
Executive Appointments	300x250 pixels	Appears on story pages	Profile the latest person to join your team
Job Posting		Appears on jobs page	Reach qualified candidates who may not be actively searching for a new role.