



LEVERAGE OUR VOICE TO MEET YOUR GOALS



MEDIA KIT 2024

LEVERAGE OUR VOICE



Website

3.7M
Monthly
Page Views

180K
Average Monthly
Visitors



Daily
Newsletter

29K
Subscribers



X (Twitter)

23.1K
Followers

480K
Average Monthly
Impressions

2.4%
Engagement Rate
Average



TikTok

22.6K
Followers

128K
Average Monthly
Video Views

21%
Engagement
Rate



YouTube

8.5K
Subscribers

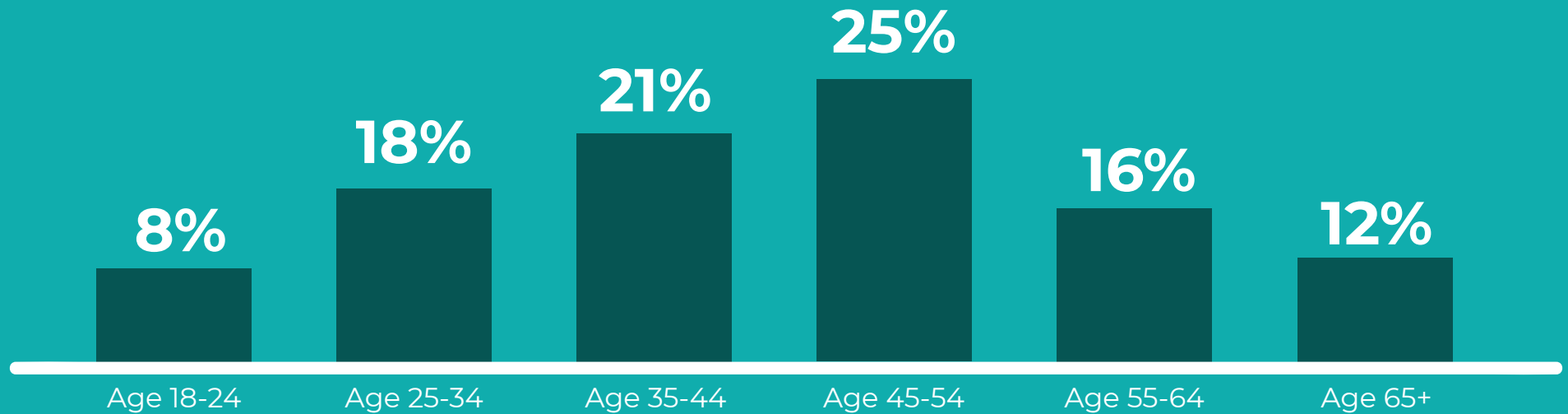
46K
Average
Monthly Views



Instagram

3.2K
Followers

OUR DEMOGRAPHIC



Male



Female



Mobile Users

70% of NowMedia users use our services via a mobile device.

WHO WE ARE

We Are Local

Because we are locally owned and operated, we understand the local market better than most.

Vision

Empowered and united communities - connected through stories, inspiration and action.

Purpose

We tell stories through the lens of a better tomorrow.

Values

Truth. Integrity. Transparency. Courage.
Empathy. Joy. Humility.



Partner With Us

Align your brand with a media outlet that puts the community first.

FRIENDS WE'VE WORKED WITH



BRANDED CONTENT PROCESS MAP

1

Starting Now!

First, we get to know your goals. After gathering information during a discovery meeting, we create a brief and share it with the team.

2

Brainstorm Session

Our team takes a look at your campaign objectives and comes up with the most effective execution plan.

3

Published!

Once the campaign is published, we amplify the content on our channels (if applicable) and share a live reporting link for social campaigns with your team.

4

Review and Report

After the campaign, we send out a post-campaign report for you to review.

1. Creative concepts pitched to the client.
2. Client approval.
3. Content draft created.
4. Client revisions (if applicable).
5. Final approval.

SPONSORED CONTENT ARTICLE

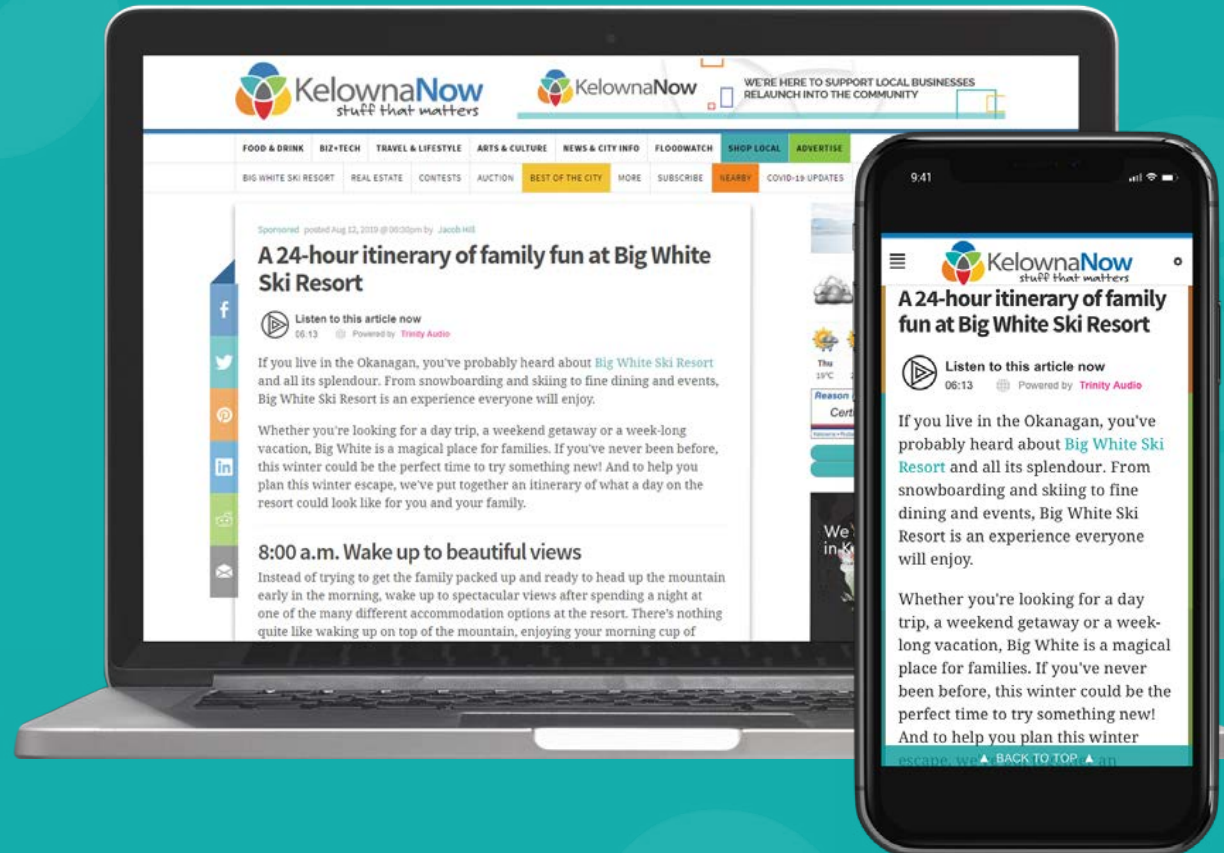
Our content writers know our readers best. They'll use our brand voice and their experience to tell your story in the most effective way possible. We'll amplify your message with our positive brand voice and extensive social reach to achieve your campaign objectives.

What You Get:

- Content strategy
- Placement in newsletter
- Article hosted on the Now Platform indefinitely
- Article posted on X with link to article
- Article posted on LinkedIn or Pinterest with link to article
- Instagram story/post with link to article in Bio
- Tiktok post with link to article in bio
- Includes 1 round of revisions
- 500 reads guaranteed
- Momently report

Estimated Full Production Time:

2 - 3 weeks, contingent on client communication.



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ADVERTORIAL CONTENT



Because advertorial content is entirely produced by you, you have full content control and a quick turnaround time.

PRESS RELEASE

We help amplify your press releases or public notices by leveraging our platform to reach the broader community.

What You Get:

- Catchy headline and social caption if required
- Article hosted on Now Platform indefinitely
- Posted on X, LinkedIn and Pinterest or Instagram with link to content
- No revisions, but will be subject to final approval from NowCities team
- Placement in newsletter

Estimated Production Time:

3 - 5 days





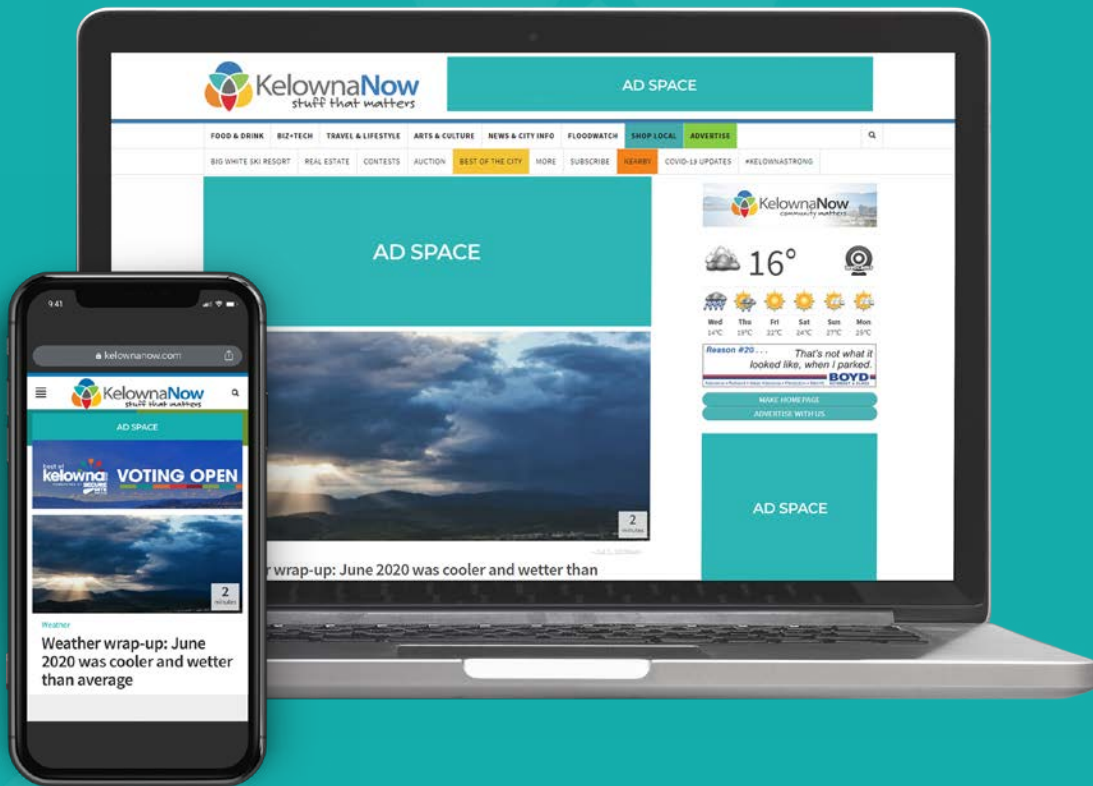
SPREAD THE WORD

If you're looking to share regular announcements, we can help your message stand out. By sharing your press release or public notice on our NowCities platforms, we can help you reach a wider audience. You provide the content, and we'll provide the platform. Together, we can give your message the attention it deserves.

Press Release (Contributed)
10 pack - \$2500
Must be used within one year

Public Notices*
10 Pack - \$1500
One-off - \$300
*public notices do not go through our social channels

DISPLAY ADVERTISING



Take your business's visibility to the next level by featuring your brand on the NowCities platform or in our daily newsletters using engaging rich-media banners that drive traffic directly to your website.

Ad placements:

- Homepage
- Run of Site
- Homepage Takeover
- Premium/Sticky Placements
- Newsletter
- Category Sponsor
- Event Sponsor

Estimated Production Time:

5 days, contingent on client providing creative files

[View Ad Specifications/Sizing](#)

SPONSORED SOCIAL POSTS

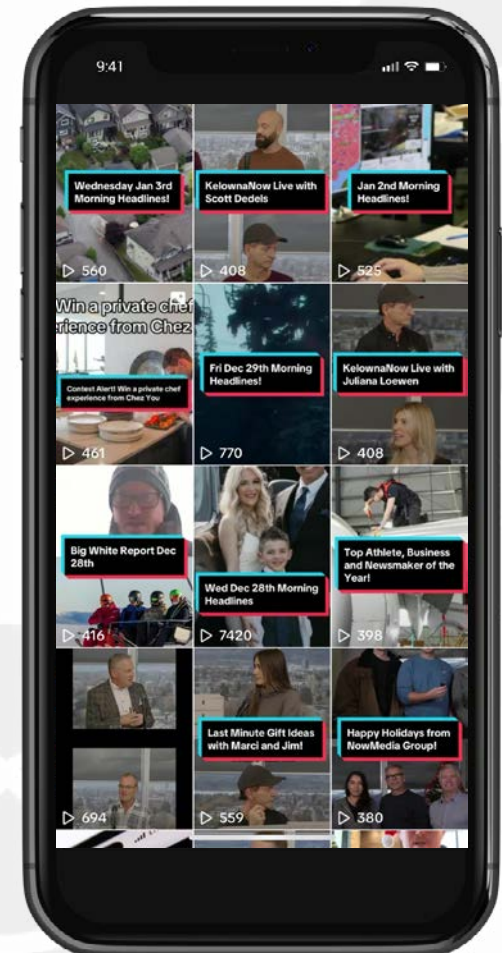
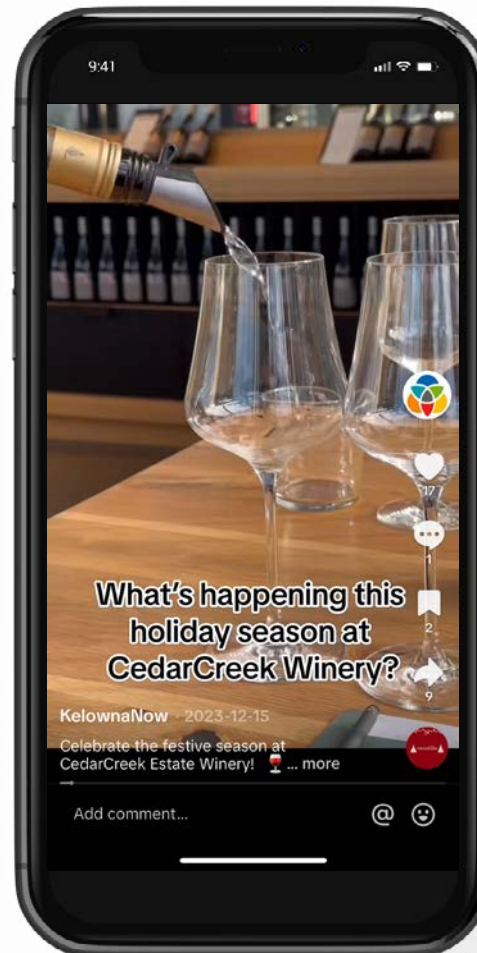
Make your brand known on TikTok or X. Let our growing social media accounts work for you by featuring your custom content in our feed. Our social team will work with you to create the perfect caption and maximize engagement, so your message gets the attention it deserves.

What You Get:

- One video or photo post on KelownaNow's TikTok or X feed
- Post hosted indefinitely on selected platform's feed
- Max of 3 hashtags and/or handle tags

Estimated Production Time:

1 week



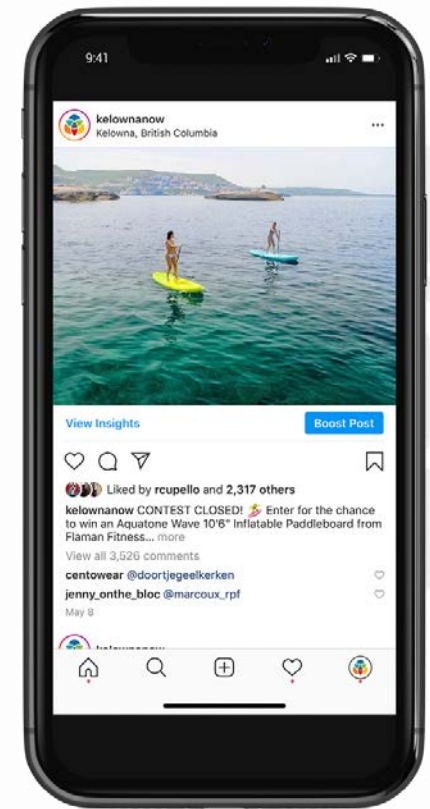
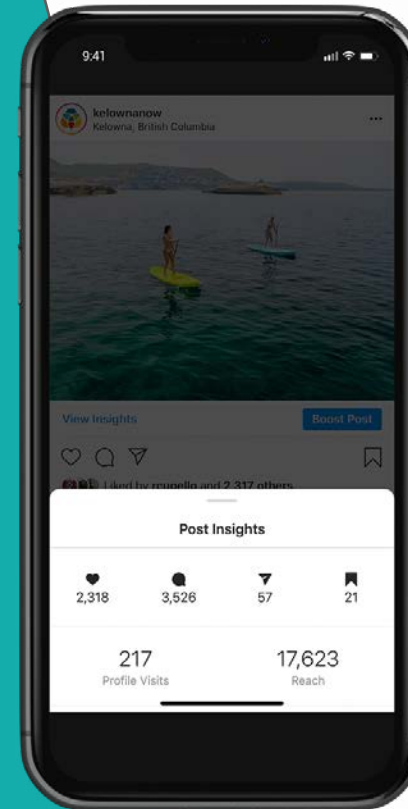
CONTEST MANAGEMENT

Social Contest:

- Contest posted on Now Platform Instagram OR Facebook
- NowCities will monitor entries and choose winner(s) at random
- Co-ordination of prize pick-up
- Contest report
- Instagram swipe-up to contest
- Add-on opportunity
- Entry requirement to follow your account, growing your audience

Estimated Production Time:

1 - 2 weeks

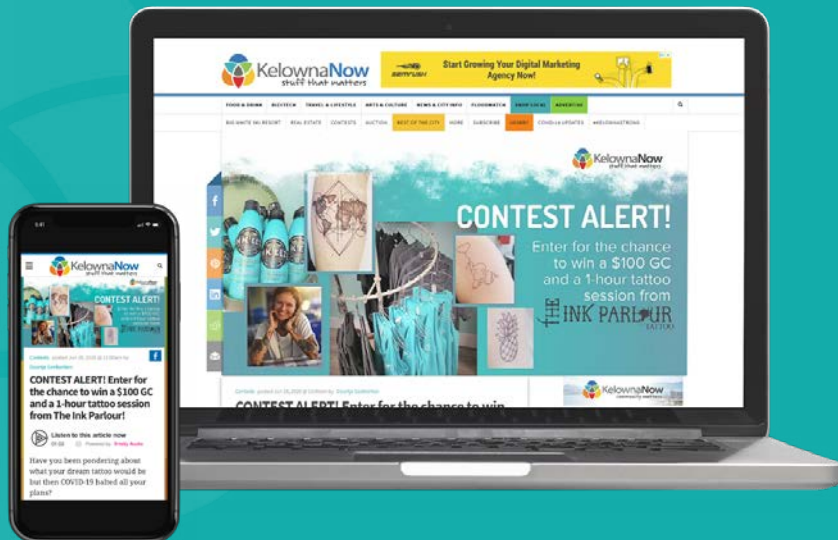


Digital Contest:

- Article hosted on Now platform with contest form
- Posted to Facebook, Twitter, Instagram post and story
- NowCities will monitor entries and choose winner(s) at random
- Placement in newsletter
- Co-ordination of prize pick-up
- Contest report
- Collect opt-in data
- Momently Report

Estimated Production Time:

1 week



Rich Media Contest:

- Digital Contest
- Rich Media ForMat Article
- Digital Contest posted on KelownaNow and pushed on KelownaNow, X, TikTok, IG
- Digital Contest posted on other Now Platform that is applicable for the contest prize and pushed through social media
- Contest Ad published in KelownaNow Daily Newsletter for 2 weeks of Contest Run-dates
- Shared on NowMedia LinkedIn channel
- Opportunity to collect newsletter Opt-in Information be eligible to enter
- \$250 Boost on TikTok or Twitter
- Momently Report

Estimated Production Time:

1 - 2 weeks

BRAND PARTNERSHIPS

**Tell us your goals and we'll
work with you to customize
a campaign to reach them**



KelownaNow

stuff that matters

Let's Get Started.

Let's connect and discuss your goals - we're ready when you are!

Tel: 250.862.8010

Email: sales@NowMediaGroup.ca

Web: NowMediaGroup.ca

Addr: 1600 - 1631 Dickson Ave
Kelowna, BC

Find us on:



COMMUNITY



Giving back is part of who we are

Building a stronger community is one of our core values, and that means that we take any opportunity we can to give back.



Best Of Awards

Our Best of Awards gives community members an opportunity to show appreciation for their favourite businesses in their city, while granting businesses some free publicity and notoriety—especially those who win!

Kelowna Santas

Each year, we execute the Kelowna Santas initiative, a volunteer-led toy drive that seeks to make sure no child in the Okanagan goes without presents under the tree on Christmas morning.



Season of Giving Advent Calendar

We sponsor the Season of Giving Advent Calendar, a fundraiser run by the Rotary Club of Kelowna Sunrise, and frequently give to other charitable campaigns and initiatives around the Okanagan.





Faces Of

Sharing the faces that are leading our communities.

BEST OF

An annual publication featuring the very best that our cities have to offer.

I AM WOMAN

A magazine that gives voice to local female leadership in business, non-profits, and the community.



We understand content and what to do with it.

16 Flights combines the old style of marketing with the new, fast-moving digital world. We publish stories in our polished, top-of-the-line publications, but we also leverage our NowCities platforms to adapt and push those stories out to our expansive digital audience.

Think glossy print *and* clear, clickable CTAs.
 Think high-quality headshots *and* engaging Instagram posts.
 Think both and, not either or.

We are local and we produce local content that customers can't wait to get their hands on.

BROWSE TO ORDER

Browse magazines at 16flightspublishing.com

ADVERTISE WITH US

Open a conversation with us.

P: (250) 862-8010

E: Publishing@NowMediaGroup.ca

Web: 16flightspublishing.com