

# CANADA LAND



**Canadaland Commons The Backbench Wag the Doug Détours Canadalandback Cool Mules Thunder Bay The White Saviors**



## PARTNER WITH US

# 780k+

monthly downloads

# 115k+

unique visitors to the  
Canadaland website

# 100k+

social reach

# 25k+

newsletter subscribers

## A TRUE ORIGINAL

Canadaland has been disrupting the status quo since 2013. As the first and only independent news podcast, Canadaland has been doing things differently from the start; through the stories we tell, how we report, and in turn how these stories are communicated to our robust Canadian audience.

Over the last nine years we've surpassed 42,204,073 downloads, delivering hard-hitting stories to our highly engaged, educated, upwardly mobile, young and passionate audience.

## ADVERTISING THAT WORKS

As a premium podcast network, we feature host-read ads which are delivered in the voice and tone of our hosts on an array of shows. Because of our high level of journalistic integrity, our audience trusts us and our recommendations are taken seriously. Brands like this because messaging on each podcast is delivered by a voice our audience knows and has faith in. Our audience likes the brand messaging we deliver because we choose to work with like-minded partners.

## CHOICE

We're happy to book your messaging à la carte by selected dates, by podcast, or by the number of impressions you'd like delivered via the Canadaland network. We also provide our partners with opportunities ranging from host-read spots on a single show, to full network advertising campaigns, to Exclusive Episode Sponsorship, Exclusive Partnerships and custom branded series.

## WE'RE SELECTIVE

Because our ads are host-read we take time to partner with the right brand. Our hosts won't stand behind a product we wouldn't ourselves use or believe in. Because we're transparent with our audience in every way, we take our partner alignment seriously and offer our partners Premium treatment. From campaign conception, to original ad writing, we work with our partners every step of the way.



## PODCASTS: A PROVEN TOOL

Podcasts are a powerful and proven medium for advertisers to harness because they have multiple functions: their ability to entertain, keep people informed, tell engaging stories, and speak to millions of curious minds.

Listeners love tuning into their slate of favourite podcasts as they've formed a deep and meaningful relationship with one or multiple hosts and want to find out what's next on the pod, their favourite hosts' current take on a subject, and to hear about the brands that their favourite hosts are using/interested in. We've become a dependable part of our audience's daily and weekly content diets.

**Year over year podcasts listenership continues to grow at a rapid pace. Podcast listeners represent an educated and affluent audience.**

**43%**

of monthly podcasts listeners have a post-secondary education or higher\*

**24%**

of Canadian podcast listeners have an HHI over \$100k\*

**37%**

of Canadians 18+ listen to podcasts in the last year

\*source, The Podcast Listener 2019 - Calibration Study.

**Nearly 11 million  
Canadian\*  
adults listen to  
podcasts as part  
of their weekly  
routine.**



## SPEAK TO OUR AUDIENCE



**OUR AUDIENCE IS**

**EDUCATED**

Compared to national statistics\* Canadaland has a larger percentage of listeners who are well educated; they're eager and open to learning about new things, whether that be our stories, or your brand. Almost 100% of Canadaland listeners tune in to learn.\*



**OUR AUDIENCE ARE**

**INFLUENCERS**

As word continues to spread, and more and more people are hearing about our offerings, podcast engagement continues to steadily climb. Over 40% of our audience works in tech, education, or the government sector.\* This means that our listeners are the same individuals who are shaping the tools we use, influence the next generation, and are formulating the policies that impact our daily lives.



**OUR AUDIENCE ARE**

**EARNERS**

They're young and have disposable income\*. They want to spend their well earned money on brands they trust, believe in, and whose values resonate with them. Our listener's are happy to put their cash toward products and services that speak to them and their ethos.



**OUR AUDIENCE ARE**

**POWER LISTENERS**

73% of our audience engages with podcasts almost every day, tuning into Canadaland podcasts multiple times a week.\* Our engaged audience tunes in almost every day. We're one of the first things they switch on into in the morning and one of the last voices they hear before tucking in for the night.



**OUR AUDIENCE IS**

**LOYAL**

Our listeners care deeply about the issues we report on. They're the kind of loyal fans who tell everyone in their circle about the stories they're hearing at Canadaland, including the products and services our hosts use and promote. Our listeners are passionate about the brands we align ourselves with and are eager to keep up with products and services we believe in and which share their values. Our loyal listeners aren't afraid to support the little guy, and want to make choices that align with their ethics.

\*40% of our listeners have bought a subscription service after hearing about it on one or more of our podcasts, 33% of our listeners have bought furniture after hearing about it on one or more of our podcasts.



## AUDIENCE STATS

**40%**

of our listeners have bought a subscription service after hearing about on one or more of our podcasts

**33%**

of our listeners have bought furniture after hearing about it on one or more of our podcasts

**40%**

of our listeners have bought a subscription after hearing about it on one or more of our podcasts



**74%**

under 44



**49%**

women



**6%**

non-binary



**89.1%**

post-secondary or higher, above consumer average\*\*



**66.6%**

annual HHI over \$75k, above consumer average\*\*



**40%**

work in tech, education or government



**69.1%**

listen to podcasts everyday or almost everyday



**73%**

listen to our podcasts multiple times a week, above consumer average\*\*



**73%**

listen to podcasts multiple times a week



**40.2%**

of our listeners listen to podcasts to learn and keep up on news and new things

\*Canadaland Audience Survey 2022, (based on a sample size of 2,110 respondents)

\*\*Based on industry reporting from The Podcast Listener 2019 - Calibration Study.

# PARTNER WITH CANADALAND

## ABOUT THE SHOW

**The best newspaper in Canada is a podcast.**

CANADALAND is the top news and current affairs show in the country and has been breaking huge stories, exposing scandals, and leading the national conversation for years. With correspondents across the country, this flagship show of the Canadaland network has grown from pioneering podcasting in Canada to providing a new generation of Canadians with their weekly domestic news-fix.

## ABOUT THE HOST

Jesse Brown has won the National Magazine Award for Humour and the Hillman Prize for Investigative Reporting. He is the co-author of The Canadaland Guide to Canada, a #1 Globe and Mail and Amazon bestseller.



**600K+**  
downloads/month

## PUBLISHING SCHEDULE

Weekly on MONDAYS & THURSDAYS

News | Tech | Policy | Current Affairs | Opinion | Investigative Journalism | Government | Journalism



# PARTNER WITH COMMONS

## ABOUT THE SHOW

Commons is anything but common.

Each season, host Arshy Mann and his team guide our listeners through powerful stories which rethink our perception and understanding of Canada. COMMONS re-evaluates our shared history by exposing suppressed histories and bringing us fresh perspectives on stories we thought we knew. COMMONS highlights under-represented voices from every corner of Canada and challenges stories we thought we knew. COMMONS' audience has a voracious appetite for knowledge, investigative journalism, and dynamic storytelling.

## ABOUT THE HOST

Arshy Mann's work has appeared in the Globe and Mail, Maclean's, CBC, Xtra, Canadian Business, Canadian Lawyer and the Toronto Star. Throughout his career, he has covered a wide-variety of issues, including business, law, LGBT rights, crime, race, extremism, energy and the environment.



## APPLE PODCASTS LISTENER REVIEW

**"You will probably learn more about Canada than you want. Each season is a deep dive on a subject; and each episode is a deeper dive on an important aspect of that subject. The pressure can be heavy but you won't want to surface until you learn the truth."**

THE  
GLOBE  
AND  
MAIL\*

**"Best Canadian podcasts from 2021... binge-worthy true stories of greed, crime and corruption"**



# 70K+

downloads/month

## PUBLISHING SCHEDULE

Bi-weekly on WEDNESDAYS

True Crime | Culture | Corruption | Scandal | Investigative Journalism | News | Storytelling | Government | Journalism



# PARTNER WITH **THE BACKBENCH**

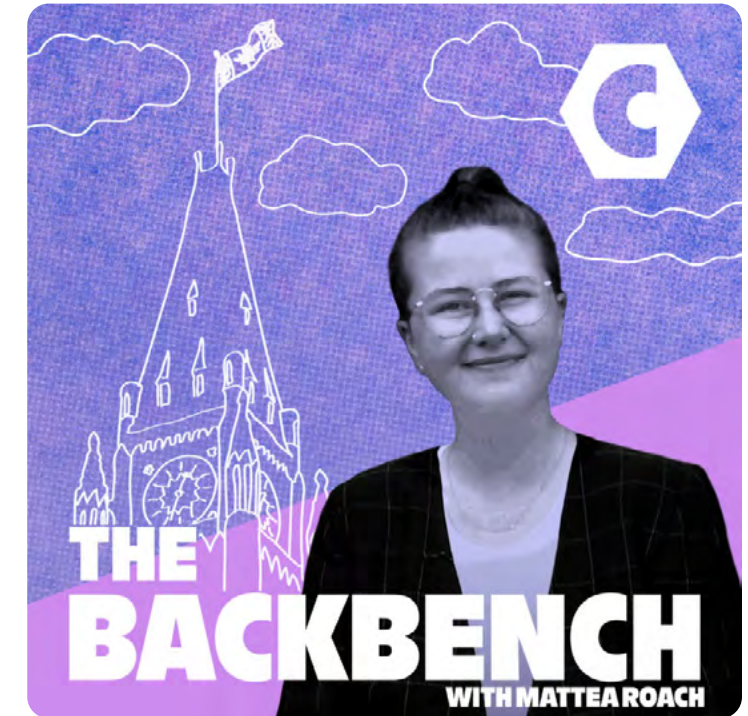
## ABOUT THE SHOW

Dig into politics from the best seats in the House with Jeopardy super-champion and local legend Mattea Roach!

The Backbench offers a unique perspective on politics in Canada - bringing it back to the people and away from stuffy insiders. They make politics real, fun, digestible, and relevant. The view from The Backbench has just the right amount of distance to bring listeners into a conversation that is insightful, candid, and against the grain.

## ABOUT THE HOST

Mattea Roach is a freelance writer, podcaster, and tutor based in Toronto. She holds an Honours Bachelor of Arts in sexual diversity studies, political science, and women & gender studies from the University of Toronto, and she will begin studies at Dalhousie University's Schulich School of Law in the fall of 2023. Mattea is best known for her 23 game winning streak on Jeopardy! in the spring of 2022, which was the longest-ever winning streak by a Canadian contestant on the program\*.



**30K+**  
downloads/month

## PUBLISHING SCHEDULE

Bi-Weekly on TUESDAYS

## APPLE PODCASTS LISTENER REVIEWS

**"Love hearing a nuanced take on politics every week from voices across geographic and political divides."**

\*Underwood, Lindsay, ["Mattea Roach Has Ended Her "Jeopardy!" Streak. Her Blazers Live On"](#), New York Times, May 6, 2022

**News | Politics | Federal Politics | Policy | Opinion | Government | Journalism | Canadian Politics | Current Affairs**



# PARTNER WITH **WAG THE DOUG**

## **ABOUT THE SHOW**

A monthly podcast about Ontario Premier Doug Ford.

WAG THE DOUG is a monthly podcast about Ontario's Premier Doug Ford. This podcast is a means to help Ontarians understand the latest bizarre, unprecedented developments at a level of government to which few previously paid much attention. Combining expertise in provincial and municipal affairs, co-hosts Allison Smith and Jonathan Goldsbie bring context, perspective, fun, and wit to the series of cataclysms that have become the new normal in Canada's largest province.

## **ABOUT THE HOSTS**

Jonathan Goldsbie is an editor and writer at Canadaland, covering the intersections of the country's media, politics, and culture. Before that, he was a staff reporter at NOW Magazine, and a columnist for the National Post, tracking Toronto City Hall before, during, and after the mayoralty of Rob Ford.



Allison Smith is a political reporter and the founder and publisher of Queen's Park Today. Smith has reported on the Ontario Legislature for more than nine years. Smith is also the publisher of BC Today and AB Today – subscription newsletter services for political insiders in British Columbia and Alberta.



## **APPLE PODCASTS LISTENER REVIEWS**

**"Informative, thoughtful and well researched. I always look forward to new episodes!"**

**"Enjoyable host dynamic. Gratuitous swearing but great programming."**



**10K+**  
downloads/month

## **PUBLISHING SCHEDULE**

Monthly on **WEDNESDAYS**

Provincial Politics | News | Government | Policy | Opinion | Journalism | Current Affairs



# PARTNER WITH CANADALANDBACK

## ABOUT THE SHOW

From Idle No More to Reconciliation to Landback, from the police killing of Dudley George to the lobster wars of Nova Scotia, Karyn brings listeners into the homes and history of the Indigenous struggle. Telling stories through documentary reports, interviews and panel conversations, Canadalandback unpacks the divide within Indigenous communities and explains why today's youth will be the last generation Canada can negotiate with.

## ABOUT THE HOST

Karyn Pugliese was executive director of news at Aboriginal Peoples Television Network and managing editor of investigations at the CBC. Now, she is executive editor of Canada's National Observer and the host of Canadalandback. She leads an all-Indigenous team of journalists in an exploration of three generations of resistance.



# 34K+

downloads/month

## PUBLISHING SCHEDULE

Monthly on WEDNESDAYS

Indigenous Issues | Politics | Human Rights | Community | Reconciliation | Activism | Government | Current Affairs



# PARTNER WITH DÉTOURS

## ABOUT THE SHOW

Canadaland's first-ever French-language podcast.

Each episode, powerhouse journalist and host Emilie Nicolas invites a notable media personality to discuss recent news coverage of two of the month's hottest topics. Together, they dissect, analyze, and debate the news. As a space for thought-provoking dialogue, the show stands out for its commitment to representing a variety of regional, linguistic, cultural, and political perspectives from across the country.

## ABOUT THE HOST

Emilie Nicolas is a columnist with Le Devoir and The Montreal Gazette, as well as a consultant and public speaker on public policy, equity, human rights, international cooperation, race and gender issues. She is a regular contributor to CBC's Power & Politics and Let's Go, as well as Canadaland's podcast network, and has been published in several journals, magazines and newspapers, both in French and English. Most recently, she won the Quebec's cultural magazine (SODEP) 2020 Excellence Award for Best Essay, for a piece in the Liberté magazine.



# 34K+

downloads/month

## PUBLISHING SCHEDULE

Monthly on SATURDAYS

News | Politics | French Language | Québec | Politics | Opinion | Tech | Policy | Current Affairs | Government | Français





## LIMITED SERIES

Sometimes we have investigative stories so big they need their own show. Top the charts, make the headlines, and become part of the ongoing cultural conversation.

## OUR CRITICALLY ACCLAIMED, LIMITED SERIES PODCASTS





## OTHER OPPORTUNITIES

### EXCLUSIVE EPISODE SPONSORSHIP

Make your brand the star of the show. Choose a date you'd like to be featured and we'll shine an exclusive light on your brand that day. Own all available inventory on one or more dates.

### LIVE EVENTS

Go live! Sponsor our live events by collaborating with Canadaland to directly engage our devoted audience in a dynamic setting.

### BRANDED PODCASTS

Is your brand looking to launch its own podcast? Be in touch with our team of experienced podcast creators and we can customize something to suit your brand needs.

### EXCLUSIVE PARTNER

Partner with Canadaland to be our exclusive partner on one or more of our podcasts. You'll be the only brand in your competitive category to be featured on our podcast, with the option to also be featured in our weekly newsletter and merchandise collaborations.

### CANADALAND WEEKLY NEWSLETTER

The best podcast in Canada has a newsletter! Our highly anticipated, weekly newsletter is delivered directly to our most engaged audience members' inboxes. The Canadaland newsletter is opt-in and has an open rate of +12%, above industry standard.

**We're happy to work with you on a bespoke campaign, from conceptualization to execution of your brand's vision. We're always striving to innovate unique and interesting ways to showcase our partners at the highest level.**





## JOIN OUR OTHER PARTNERS



ARTICLE.



Penguin  
Random House  
Canada



Rotman School of Management  
UNIVERSITY OF TORONTO



SQUARESPACE



**WANT TO PARTNER WITH  
CANADALAND?**

**GET IN TOUCH, WE'D LOVE TO  
CONNECT WITH YOU.**

**DORY SMITH**

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**CANADA**  
**LAND**

