



2024 SLATE

CANADA LAND

Canadaland [Inside Kabul](#) [A Field Guide To Gay Animals](#) [Pretendians](#) [The Worst Podcast](#) [The Copernic Affair](#) [Thunder Bay](#)



PARTNER WITH US

50M+

total downloads

115k+

unique visitors to the
Canadaland website

100k+

social reach

30k+

newsletter subscribers

A TRUE ORIGINAL

Canadaland has been creating unique and compelling content since 2013. Between our flagship show, Canadaland, and our chat-topping original series (Thunder Bay, Cool Mules, The White Saviors) we've 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 audience we've created an ever-growing, dedicated audience of engaged, educated, upwardly mobile, young and passionate listeners.

ADVERTISING THAT WORKS

As a premium podcast network, we feature host-read and produced ads which are delivered in the voice and tone of our hosts on an array of shows. Because of the integrity of our storytelling and brand 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 ads consistently convert well above industry standard.

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

Our audience is highly invested in the brands with which we choose to partner. We won't stand behind a product we wouldn't ourselves use or believe in and our audience trusts us implicitly. Because we're transparent with our audience in every way, we take 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 to deliver highly effective ads that will resonate with our listeners.



SPEAK TO OUR AUDIENCE



OUR AUDIENCE IS

EDUCATED

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 listeners 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 issue 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%

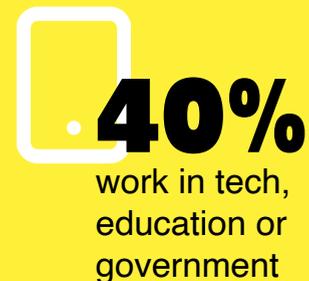
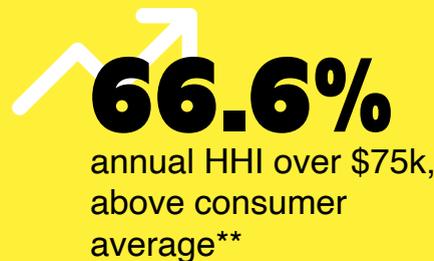
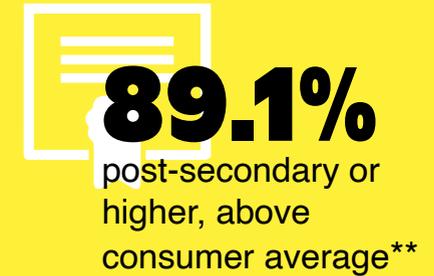
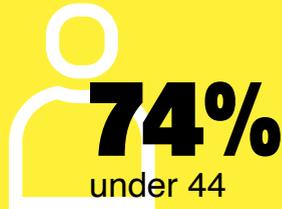
of our listeners have bought a subscription service after hearing about on one or more of our podcasts

33%

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

73%

of our listeners tune in to Canadaland podcasts multiple times a week, above consumer average**



*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 PRETENDIANS

ABOUT THE SHOW

Exposing jaw-dropping stories of Indigenous identity fraud.

What do some of the most prominent and successful Indigenous artists, leaders and thinkers have in common? They aren't Indigenous.

There are dozens of cases of Indigenous identity fraud that we know about, and likely thousands that we do not. So why do these so-called "Pretendians" do it? How do they pull it off? And what happens when they are exposed?

In each episode of this riveting new podcast series, co-hosts Robert Jago (Kwantlen First Nation and Nooksack Indian Tribe) and Angel Ellis (Muscogee (Creek) Nation) reveal unbelievable stories of audacious fraudsters and investigate the complex phenomenon of Indigenous identity fraud. Pretendians will make you rethink everything you thought you knew about identity politics.

ABOUT THE HOSTS

Robert Jago | Co-host

Robert is a freelance writer, entrepreneur, and Indigenous rights activist from Richmond, British Columbia. Robert's written for the Guardian, the Nation, the CBC, Globe and Mail, Maclean's, and many others. Robert is a citizen of both the Kwantlen First Nation and Nooksack Indian Tribe.

Angel Ellis | Co-host

Ellis (Muscogee Creek) is the Director of Mvskoke Media and a free press activist. She is the real-life protagonist of the Sundance award-winning film, *Bad Press*, a documentary thriller which documents the struggle she championed for an independent press within the Muscogee (Creek) Nation.



PREMIERING MAY 14, 2024

Weekly starting Tuesday, May 14th

Hosted by Robert Jago and Angel Ellis

Produced by Mitra Kaboli

Executive Producer: Jesse Brown

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For sponsorship inquiries:

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dory@canadaland.com

LISTEN TO THE TRAILER

True Crime | Comedy | Identity | Diverse Voices | Society + Culture | Storytelling

PARTNER WITH **A FIELD GUIDE** *To Gay Animals*

ABOUT THE SHOW

Birds and bees and bears, oh my! Humans aren't the only ones having gay sex in the bushes.

Strap on your binoculars and lace up your boots: *A Field Guide to Gay Animals* explores sexuality, gender, and joy in the animal world. Animal enthusiasts Owen Ever and Laine Kaplan-Levenson take you on a quest to see beyond the natural world as we know it and into the natural world as it is: **queer as fuck**.

Homosexuality has been documented in over 1,500 species of animals. From flaming woodpeckers and bisexual bison to lesbian elephant love affairs and all-male, all-whale orgies, expressions of same-sex action in the animal queendom are all around us.

In each episode, your intrepid guides Owen and Laine investigate this variety of animal behaviors with a roving cast of friends, enthusiasts, and experts. Together, they explore the depths of the ocean, the heart of the forest, and the parks in your neighborhood, diving deep into nuanced conversations about queerness in the animal world.

Cheeky and contemplative, curious and raunchy, Field Guide shows you the natural world, more exuberant, more joyful, and more gay than you could possibly imagine.

ABOUT THE HOSTS

Owen Ever | Co-host (they/he)

Ever is a community-oriented artist and educator committed to wonder, history and healthcare justice. They were previously a curator and historian at the New Orleans Pharmacy Museum, worked in HIV support and prevention at a community clinic and were a research associate with the CDC's national HIV behavioral health survey. They are a theatre maker, therapeutic medical clown and find queer joy in birdwatching.



Laine Kaplan-Levenson | Co-host (they/them)

Kaplan-Levenson most recently hosted and produced *All The Only Ones*, a miniseries about the history of trans youth from NPR's *Embedded* podcast. Previously, they produced and reported for NPR's *Throughline* podcast. They also hosted and produced WWNO's award-winning history podcast *TriPod: New Orleans at 300*, as well as WWNO/WRKF's award-winning political podcast *Sticky Wicket*. They were also host and producer of *Last Call*, a podcast and collective of queer artists and archivists, and founded and hosted the live storytelling series, *Bring Your Own*.



PREMIERING JUNE 13, 2024

Weekly starting Thursday, June 13th

Hosted by Owen Ever and Laine Kaplan-Levenson

Produced by Nathan Harrison and Katie Jane Fernelius

Executive Producer: Julie Shapiro

CONTACT

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LISTEN TO THE TRAILER

Comedy | Identity | Diverse Voices | Society + Culture

PARTNER WITH **INSIDE KABUL**

ABOUT THE SHOW

The harrowing story of two young women coming of age at the end of their world.

In the summer of 2021, the Taliban returns to power in Afghanistan and the destinies of two young women, Raha and Marwa, are forever changed. As they contemplate their futures, Raha and Marwa exchange and record hundreds of voice notes with noted French journalist Caroline Gillet.

What emerges is a raw and incredibly intimate chronicle of two young women coming of age amidst the collapse of the world they had known. While Raha has chosen to stay in Kabul and is confronted with the violence of the new regime, Marwa has left and finds herself locked up in a refugee camp in Abu Dhabi.

Inside Kabul tells a universal story of friendship, bravery and the meaning of home.

The original French-language podcast was released on France Inter / Radio France to great critical acclaim, winning the prestigious Prix Italia for Documentary and Reportage. Canadaland will premier the English-language adaptation of this urgent and intimate podcast, building on *Commons*' crucial season that told the story of Canada's role in the War in Afghanistan

THE TEAM

Caroline Gillet | Producer

Caroline Gillet has been making documentaries for the French national public radio "France Inter" for the last 15 years. Her work focuses on finding new ways to create exchanges and tell stories of people who are very far geographically or who have limited access to media. Her latest podcast, 'Inside Kabul', was adapted into a 30 min animated film for France Televisions and BBC. Previously, she was in a charge of a weekly documentary radio program called "Foule Continentale". Caroline also produced the daily live radio program "Tea Time Club" (adapted for France 4) and the mini podcast series "À ton âge". Besides radio, Caroline co-created "RADIOLIVE", a documentary show on stage that toured for 7 years. She wrote a book for Actes Sud, worked on the podcast "Transfert" and "Entre" by Slate and directed a documentary film, "Les mères intérieures," for France 3 on the decision to have children or not. She teaches radio reporting at the University of Louvain.



PREMIERING JULY 17, 2024

Weekly starting Wednesday, July 17th

English language adaptation and French production

Hosted and produced by Caroline Gillet

**Listen to the trailer
(ENG)**

**Watch the trailer
(FR)**

CONTACT

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Journalism | Identity | Diverse Voices | Society + Culture | Storytelling

PARTNER WITH THE WORST

ABOUT THE SHOW

Everyone's done some worst thing.

Canadaland is launching its first celebrity interview podcast and it's not great... in fact, it's *The Worst Podcast*.

Join Alan Zweig, reformed curmudgeon and iconoclastic documentary filmmaker (but don't call him that to his face), for refreshingly honest conversations about life's darker moments. Though himself deeply flawed, Alan is here to absolve his guests of their sins.

And to confess his own... *ad nauseam*.

Most interview shows serve canned anecdotes about triumphs, and that gets tiresome. *The Worst* knows it is more revealing (and satisfying) to hear about failures than successes, so we've invited top comedians, pop stars, TikTok influencers, and other cultural icons to share their worst things — and find some redemption in the telling.

The average interview show will tell you that they're *not* your average interview show. We're telling you we're *The Worst*.

THE TEAM

Alan Zweig, Host

Zweig is an award-winning auteur documentary filmmaker (*I, Curmudgeon*, *Vinyl*, etc.) with an amazing ability for conversation — Zweig can draw anyone out and get them to discuss their most intimate and important thoughts.

Kattie Laur, Producer

Kattie Laur is an award-winning, podcast producer and writer based in Brantford, Ontario. Laur has a life-long love of public radio, and has been clinging to the podcasting space since 2013.



PREMIERING SEPTEMBER 4, 2024

Weekly starting Wednesday, September 4th

Hosted by Alan Zweig

Produced by Kattie Laur

Executive Producer: Julie Shapiro

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Comedy | Society + Culture | Celebrity Interviews

LISTEN TO THE TRAILER

PARTNER WITH **THE COPERNIC AFFAIR**

ABOUT THE SHOW

Terrorist or scapegoat?

The life of an unassuming Lebanese-Canadian sociology professor gets turned upside down when he is accused of masterminding a bomb attack on a synagogue in Paris. Hassan Diab claims he's innocent — but French investigators are determined to prove otherwise.

What follows is a decades-long international story about the pursuit of justice, wild reversals of fortune, and lives torn apart. On one side is a French court in a dogged pursuit of justice for a devastating attack on Paris's Jewish community. On the other, an ordinary man who denies any involvement.

In the first podcast investigation into this case, investigative journalists Dana Ballout and Alex Atack use exclusive interviews, rich archival material, and extensive original reporting to take listeners through the twists and turns of this extraordinary story, and try to answer the question: Is Hassan Diab really innocent? And if so, who was behind the Paris synagogue bombing?

THE TEAM

Dana Ballout

Ballout is an Emmy-nominated documentary filmmaker, journalist and podcaster. She has worked on several award winning shows including, *The Messenger*, which won Best Black Podcast of the Year at the Black Podcasting Awards in 2021, and National Geographic's Emmy-nominated TV documentary series, *Trafficked with Mariana van Zeller*. She was founding editor of Kerning Cultures, a premier Middle Eastern podcast network.

Alex Atack

Atack is a journalist and audio producer. A founding producer at Kerning Cultures, Alex has helped bring in-depth and nuanced stories from the Middle East and its diaspora to a global audience through collaborations with the likes of Radiolab, *99% Invisible*, TED, NPR, PRI's *The World* and more. Atack is currently at The Guardian's award-winning podcast *Today in Focus*, where he produces investigative series and in-depth current affairs stories.



PREMIERING LATE 2024

Hosted & produced by Dana Ballout and Alex Atack
Additional production: Noor Azrieh
Executive Producer: Jesse Brown

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LISTEN TO THE TRAILER

True Crime | Journalism | Storytelling | Diverse Voices | Society + Culture

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 HOSTS

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

[LISTEN TO CANADALAND](#)

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

PARTNER WITH COMMONS

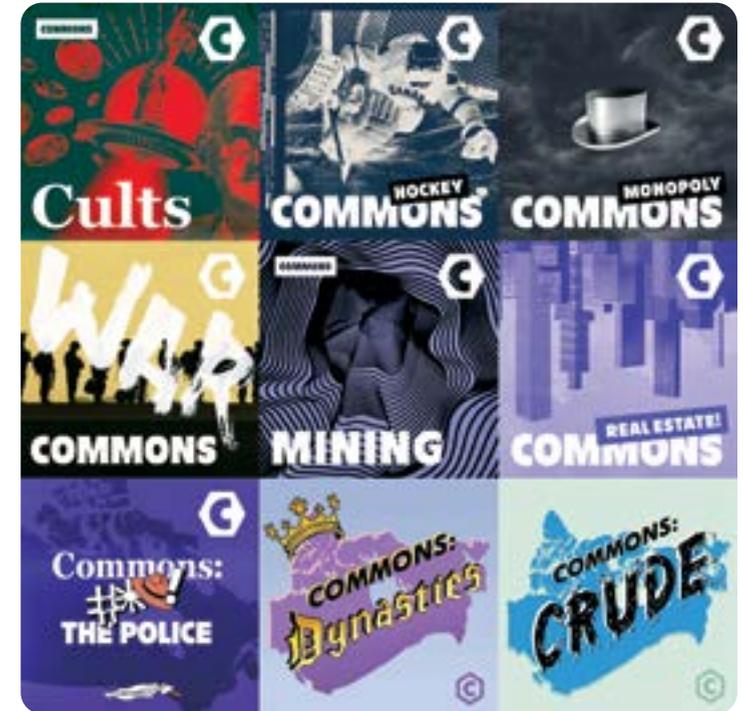
ABOUT THE SHOW

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' 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 (...)
The pressure can be heavy but you won't want to surface until you learn the truth."**

Recognized as a
Best Podcast of the Year:



2021



2022, 2023



Apple
Podcasts

2023



Sports Limited Series, 2023

70K+

downloads/month

PUBLISHING SCHEDULE

Bi-Weekly on WEDNESDAYS

LISTEN TO COMMONS

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



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

GOLD WINNER
BEST PODCAST: ARTS & CULTURE
Cool Mules
Canadaland

Kasia Mychajlowycz (host/reporter/producer)
Jesse Brown (producer/co-writer)
Jonathan Golobie (research)
Nathan Burley (music)
Chandra Bullock (sound design/mixing)

COOL MULES

Canadaland Politics >

▶ Latest Episode

PRAISE FOR THUNDER BAY SEASON 1
Recognized as a
Best Podcast of 2018
★★★★★

THE GLOBE AND MAIL
CBC
The Atlantic
Apple Podcasts
Constant Listener

THUNDER BAY

Canadaland Politics >

▶ Latest Episode

PODCASTS
BEST OF 2021
The White Saviors
amazon music

THE WHITE SAVIORS

Canadaland Politics >

▶ Latest Episode



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.

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.

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.

CANADALABS

Position your brand as an industry leader and community builder while getting your message in front of the next-generation of journalists, podcasters, founders, and audiences. Sponsor Canadalabs' Audio Journalism Competition, Workshops, or our Fellowship program. You'll get your brand placement and recognition across our podcasts, socials, emails and website.

WANT TO PARTNER WITH CANADALAND?

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



Rotman School of Management
UNIVERSITY OF TORONTO



SQUARESPACE

ARTICLE.

INDOCHINO
MADE TO MEASURE

**WANT TO PARTNER WITH
CANADALAND?
GET IN TOUCH, WE'D LOVE
TO CONNECT WITH YOU.**

DORY SMITH

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**CANADA
LAND**

