

CANADA LAND



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



PARTNER WITH US

1M+

monthly downloads

115k+

unique visitors to the
Canadaland website

100k+

social reach

30k+

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 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, 2022.



AUDIENCE STATS

40%

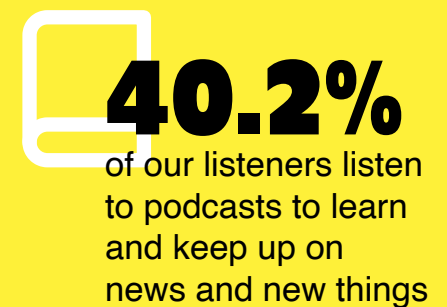
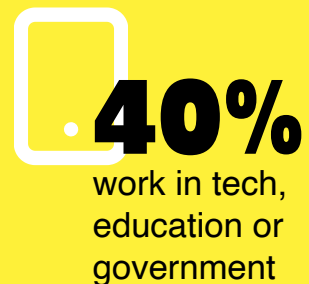
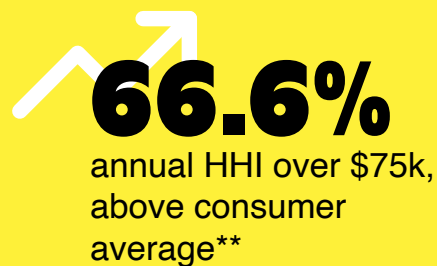
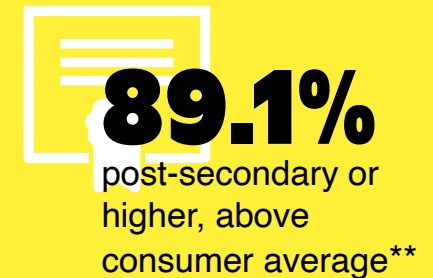
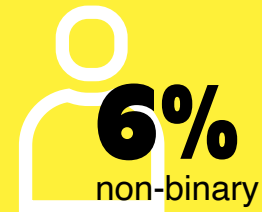
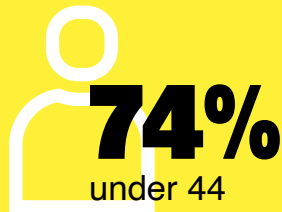
of our listeners have bought a subscription service after hearing about on one or more of our podcasts

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 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.

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.



900K+
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' 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

100K+

downloads/month

PUBLISHING SCHEDULE

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 REVIEW

"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 REVIEW

"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 TEAM

Karyn Pugliese was the executive director of news and current affairs at Aboriginal Peoples Television Network, the managing editor of investigations at CBC, and most recently the editor-in-chief of Canada's National Observer. Now, in addition to hosting canadaLANDBACK, she commands the Canadaland newsroom as its editor-in-chief.



Kim Wheeler is a Mohawk/Anishinaabe kwe who has brought positive Indigenous stories to the mainstream and Indigenous media since 1993. She has created or co-created several radio shows and podcasts including: Ab-Originals, Indian Summer, Auntie Up!, Indigenous Screen Office's Storytellers, Turtle Island Talks, and The Kim Wheeler Show on SiriusXM. She is the producer of canadaLANDBACK.



34K+

downloads/month

PUBLISHING SCHEDULE

Monthly on MONDAYS

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

PARTNER WITH DÉTOURS

ABOUT THE SHOW

Canadaland's first-ever French-language podcast.

Join noted journalist Emilie Nicolas and a rotating cast of big thinking media personalities, journalists, and authors to discuss, dissect and debate the news and dive deep into hot button topics that are important to Francophones across the country. Now entering its second year, Détours creates a space for thought-provoking dialogue that offers you a variety of regional, linguistic, cultural, and political perspectives.

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.



50K+

downloads/month

PUBLISHING SCHEDULE

Bi-weekly on SATURDAYS

APPLE PODCASTS LISTENER REVIEW

"Ce podcast me permet de garder le cap sur les enjeux du Québec et d'entendre des informations dans ma première langue. L'intersectionnalité se ressent et est très appréciée."

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

GOLD WINNER
BEST PODCAST: ARTS & CULTURE
Cool Mules
Canadaland

Kasia Mychalowycz (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.

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





JOIN OUR OTHER PARTNERS

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ELIJAH
CRAIG®
BOURBON



SQUARESPACE



Rotman School of Management
UNIVERSITY OF TORONTO



betterhelp

INDOCHINO

MADE TO MEASURE

ARTICLE.

Douglas
by goodmorning.com

OXIO

**WANT TO PARTNER WITH
CANADALAND?**

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

DORY SMITH

Advertising and Sponsorship, Canadaland Media

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