



# Fifth Story Earned Media Services

# News Canada's Earned Services

Fifth Story's News Canada provides turn-key services for companies and brands to get earned media stories in traditional media through articles, radio and video; with placements in newspapers, magazines, websites, blogs, and radio stations across Canada in English and French.

News Canada offers a wide variety of services including content creation, distribution, media monitoring and reporting on clips with media impressions (MRP).



# Benefits of News Canada's Earned Services



- Ability to reach local communities across the country with your story to enhance your visibility and elevate awareness.
- Heighten credibility by having your brand or company story shared by respected media outlets based on the merits of your content.
- Manage your messaging by defining your story and differentiating from your competition.
- Expanded outreach to a variety of audiences across Canada in either English or French.
- Provide value – earned services is a cost effective and efficient way to receive guaranteed results including media monitoring, clip reporting, and media impressions. The cost is a fraction of a cent per impression.

# Traditional Media Outlets Are More Important Than Ever



- With fake news and social media feeds providing a slanted view on news and information, traditional respected media outlets play an even more important and trusted role for consumers.
- Fifth Story's News Canada earned media services have been providing trusted content to media outlets for over 35 years.
- In 2018, News Canada had 1,916 unique pieces of content (articles, radio segments and videos) in English and French and was picked up by 2,535 different media outlets.

# Types of Media Outlets

## Using News Canada's Content in 2018

|                            |       |
|----------------------------|-------|
| Radio Stations .....       | 358   |
| Daily Newspapers .....     | 62    |
| Community Newspapers ..... | 486   |
| Media Websites .....       | 898   |
| Magazines .....            | 136   |
| Blogs .....                | 588   |
| Total .....                | 2,528 |

# Disruption of Traditional Media – 2018 Results

Although there has been incredible disruption and changes in the media landscape, News Canada's earned content still garners very strong results:

| Type of Media Pick-Up | Average # of Clips or Airings | Average # of Impressions |
|-----------------------|-------------------------------|--------------------------|
| Articles              | 61                            | 5 million                |
| Radio                 | 50                            | 1.9 million              |
| Video                 | 18                            | 6 million                |

(monthly UVs of websites videos appeared on)

# News Canada Understands What Editors Want

News Canada's skilled and experienced team produces results!

In 2018, content created by News Canada garnered 2.5 times more clips and 6 million more impressions (earned), compared the results of client-supplied content.

| Articles                   | Average # of Clips | Average # of Impressions |
|----------------------------|--------------------|--------------------------|
| Written by News Canada     | 156                | 11 million               |
| Not Written by News Canada | 61                 | 5 million                |

News Canada's Media Relations team is consistently finding new media opportunities. In 2018, 248 new media outlets started to use News Canada's content.

# What Editors Used

## Most Popular 2018 Articles

|  |           |
|--|-----------|
| <u><a href="#">Why is my house so hot?</a></u>                               | 183 clips |
| <u><a href="#">Top tips to cozy your winter nest</a></u>                     | 176 clips |
| <u><a href="#">Prepare your home for winter with these simple tricks</a></u> | 174 clips |
| <u><a href="#">Hot Trends in home décor for the fall</a></u>                 | 154 clips |
| <u><a href="#">Bake classic sugar cookies for your cookie swap</a></u>       | 142 clips |
| <u><a href="#">Moving? How to find the right neighbourhood</a></u>           | 139 clips |
| <u><a href="#">Five DIY renovation tips</a></u>                              | 80 clips  |