

datenight

The relationship between
you and your community
starts with a datenight.

Media Kit



First date introduction

At datenight, we bring dating experiences across North America right to the top of your feed. We connect 10 million people monthly with brands whose exciting offers and experiences give a whole new meaning to the term date night.

Through content creation, experience capture and editorial storytelling, we’re a sought after source for brands who want to reach our highly engaged audience.

You can find our datenight editors and content creators in every major city across Canada and four cities in the U.S.A (New York, Los Angeles, Dallas, Miami) bringing what's new and exciting to each of our channels.

By facilitating a natural connection between brands and people, we help brands reach a new audience and couples reach an elevated dating experience.



Mastering the art of dating

Instagram



	Followers	Impressions/mo	Subscribers
<u>CANADA</u>			
@datenightyc	126,663	3.2 mil	21,220
@datenightyz	143,790	3 mil	14,854
@datenightyeg	22,450	365,021	2,686
@datenightbc	16,900	500,000	4,367
@datenightcapital	20,259	250,025	100
@datenighthalifax	22,600	400,490	300
@datenightquebec	14,892	183,609	170
<u>USA</u>			
@datenightnycity	705	10,400	—
@datenightlax	180	32,920	—
@datenightmiamifl	350	15,778	—
@datenightdallastx	250	11,342	—

Editorial

itsdatenight.com

Annual Impressions 6.4M
Monthly Users 21K

Content Pillars: Travel, Food & Drink, Community, Lifestyle, Events, Fashion



all cities

Followers 30K
Annual 1.8M
Reach



@datenightcanada

Monthly Views 119K



@itsdatenight

Followers 11K
Monthly Impressions 4K



@datenightlive

Monthly Views 119K





@datenightcanada @datenightusa

Followers 170.6K Followers 130
Likes 1.6M Likes 1.1K
Views/month 4M Views/month 20K

Audience

average age 24-44
68% female 32% male

How to datenight

	Calgary & Toronto	B.C. / Edmonton / Ottawa Quebec / Halifax	datenight Canada		
<div><div></div><div></div><div></div></div>	<div><div>Feed Post</div><div><ul style="list-style-type: none">• content provided to us• static photo, carousel, or Reel</div></div>	\$800 + 1 Story incl.	\$400 + 1 Story incl.	\$3400 + 1 Story per city	Social
	<div><div>Giveaway</div><div><ul style="list-style-type: none">• content provided to us• static photo, carousel, or Reel</div></div>	\$1,200 + 2 Stories incl.	\$500 + 2 Stories incl.	\$4,900 + 2 Stories per city	
	<div><div>Green Screen Video</div><div><ul style="list-style-type: none">• we create the content• shared as a Reel + to national channels</div></div>	\$1,400 + 1 Story incl.	\$1,000 + 1 Story incl.	\$4,200 + 1 Story per city	
<div><div></div><div></div></div>	<div><div>Brand Article</div><div><ul style="list-style-type: none">• incl. social sharing• in weekly newsletter</div></div>	\$1,800 + In-feed Reel + Story incl.	\$1,400 + In-feed Reel + Story incl.	\$4,400 + In-feed Reel per City + Stories Per City incl.	Article
<div><div></div></div>	<div><div>Dedicated Newsletter</div></div>	\$2,000 yyc/\$1,000 yyz (Mon–Sun excl. Fridays)	\$500 (BC/YEG)	\$3,500 incl. YYC, YYZ, BC, YEG	Newsletter
	<div><div>Newsletter Inclusion</div></div>	\$400 yyc/\$200 yyz Sent on Fridays			

Next slide for Content Creation Packages. Ask us about our usage rights.

We create the content

Toronto or Calgary

Includes:

- datenight Creators On-Location
- 3-5 Supporting Stories
- 1 Custom Reel

shared to Instagram, TikTok, Facebook,
Youtube, Pinterest

\$1800

*plus applicable taxes
option to add boost budget
option to make the reel a giveaway

Vancouver, Edmonton, Ottawa,
Halifax or Quebec

Includes:

- datenight Creators On-Location
- 3-5 Supporting Stories
- 1 Custom Reel

shared to Instagram, TikTok, Facebook,
Youtube, Pinterest

\$1400

*plus applicable taxes
option to add boost budget
option to make the reel a giveaway

This package provides custom content created by our team on location, distribution on our social channels locally and nationally, and a great way to drive awareness throughout the datenight community.

All Cities

Activate Across Canada

\$10,600

*plus applicable taxes
7 visits, 7 custom videos, 7x3 stories

Our team is nationwide

Our Creator Community Stretches across Canada

We’ve curated a team of the passionate content creators who love exploring the best date ideas in their city. Find our friendly and engaging community in:

BC, Calgary, Edmonton, Toronto, Ottawa, Quebec, and Halifax.

When working with brands, we know it’s important to stay nimble and get creative while work quickly and energetically (we get it, there’s tight timelines sometimes)

Enter datenight - your brand’s creative partners to bring your ideas to life.

Whether your looking for a personal mobile-first project, or in need of professional shoots and drone photography, our community in each city are ready for you!



Email Growth

Do you want to grow your email list? Email is one of the best way to communicate with potential customers!

The result here is an owned audience of email subscribers. We'll write an article that will include information about your business, and a giveaway prize they can sign up to win with an embedded form to collect entries!

We recommend a prize value of at least \$500+



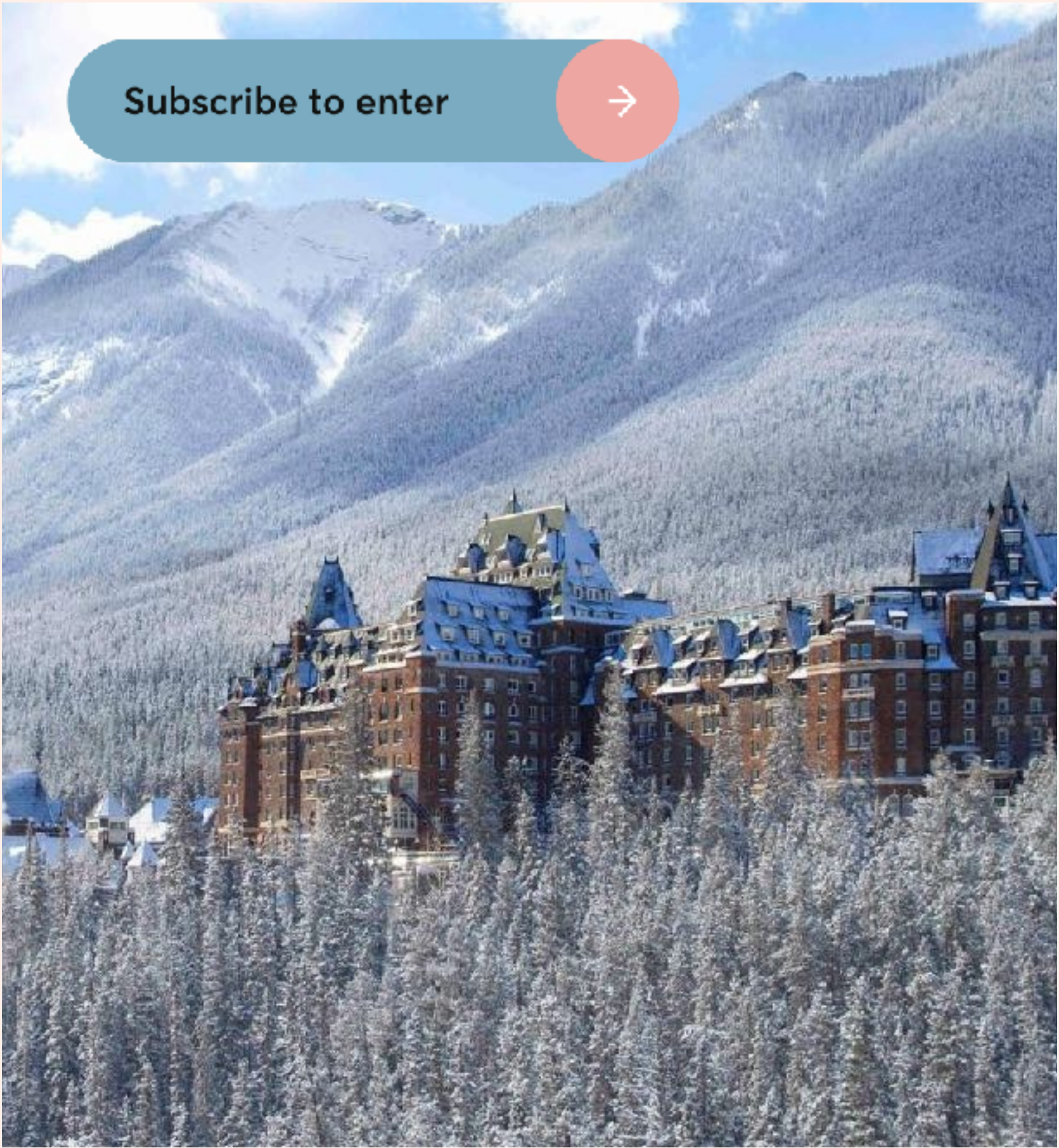
How It Works - Toronto example:

- 1 editorial brand article on itsdatenight.com with an embedded form for sign-ups (\$1,800)
- 1 giveaway ad (\$500 minimum ad spend to target and circulate on social media directing back to article to enter)
- 1 Dedicated Newsletter sent to our existing Toronto/GTA-based subscribers (\$1,000)
- 2-3 stories on Instagram/Facebook throughout the campaign
- 1 in-feed Reel on Instagram page(s) to support campaign

Total Media Value: \$2,800.00

Ad Budget: \$500

Final Total: \$3,300.00 +tax



Instagram Follower Growth

The tried and true way to gain real, active, and interested followers!

Giveaways live as a feed post on the selected datenight account where entrants follow the page(s) involved, and interact with the post by liking and tagging friends in the comments to spread the word and be eligible to win a prize.

We recommend a prize value of at least \$50+

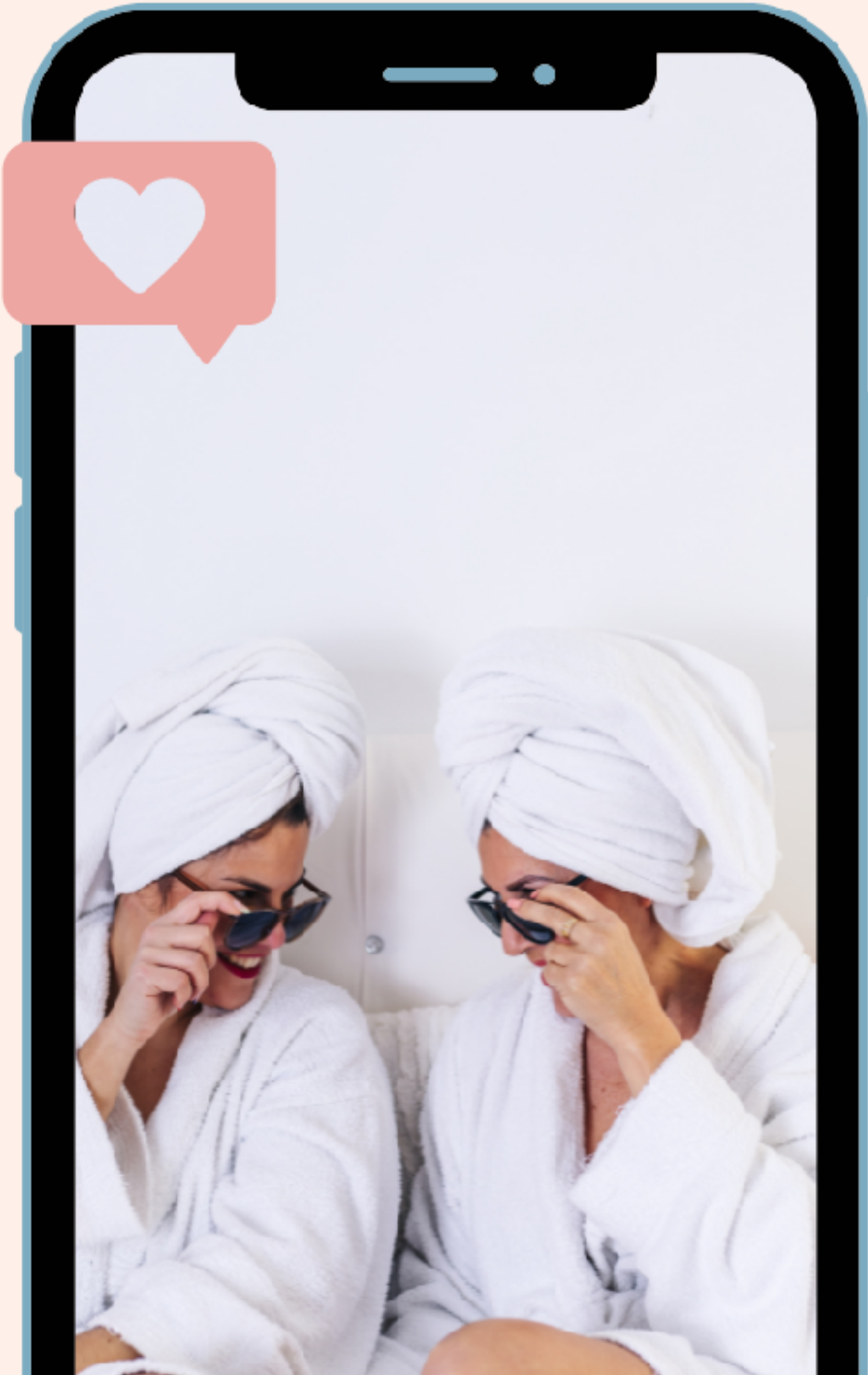
How It Works:

- 1 giveaway feed post on @datenightyyz (\$1,200)
- 2 stories to support post during the contest period
- Shared in our Friday weekly e-newsletter
- Recommended boost budget: \$200 (optional)

Total Media Value: \$1,200.00

Ad Budget: \$200

Final Total: \$1,400.00 +tax



Email Growth Case Study – daydream



Our friends at daydream came to us with the challenge of growing their email audience and brand awareness in Toronto and Vancouver. Our email growth campaign was the perfect solution to educate the datenight community about their product, and give them a means to continue to see ROI well after the campaign was complete. We found a creative and attractive prize to incentivize our community to sign up for their newsletter and compiled the creative to be distributed on all our channels. A well-targeted ad on Facebook & Instagram brought our community to an article that was filled with not only the means to sign up to enter, but to learn more about daydream as a brand and where to buy their infused sparkling water.



- Brand Article
- Dedicated Newsletter
- Targeted Ad Campaign
- Organic Social Posts & Stories

Cost per email was lower than \$1, and over 2400 gained.

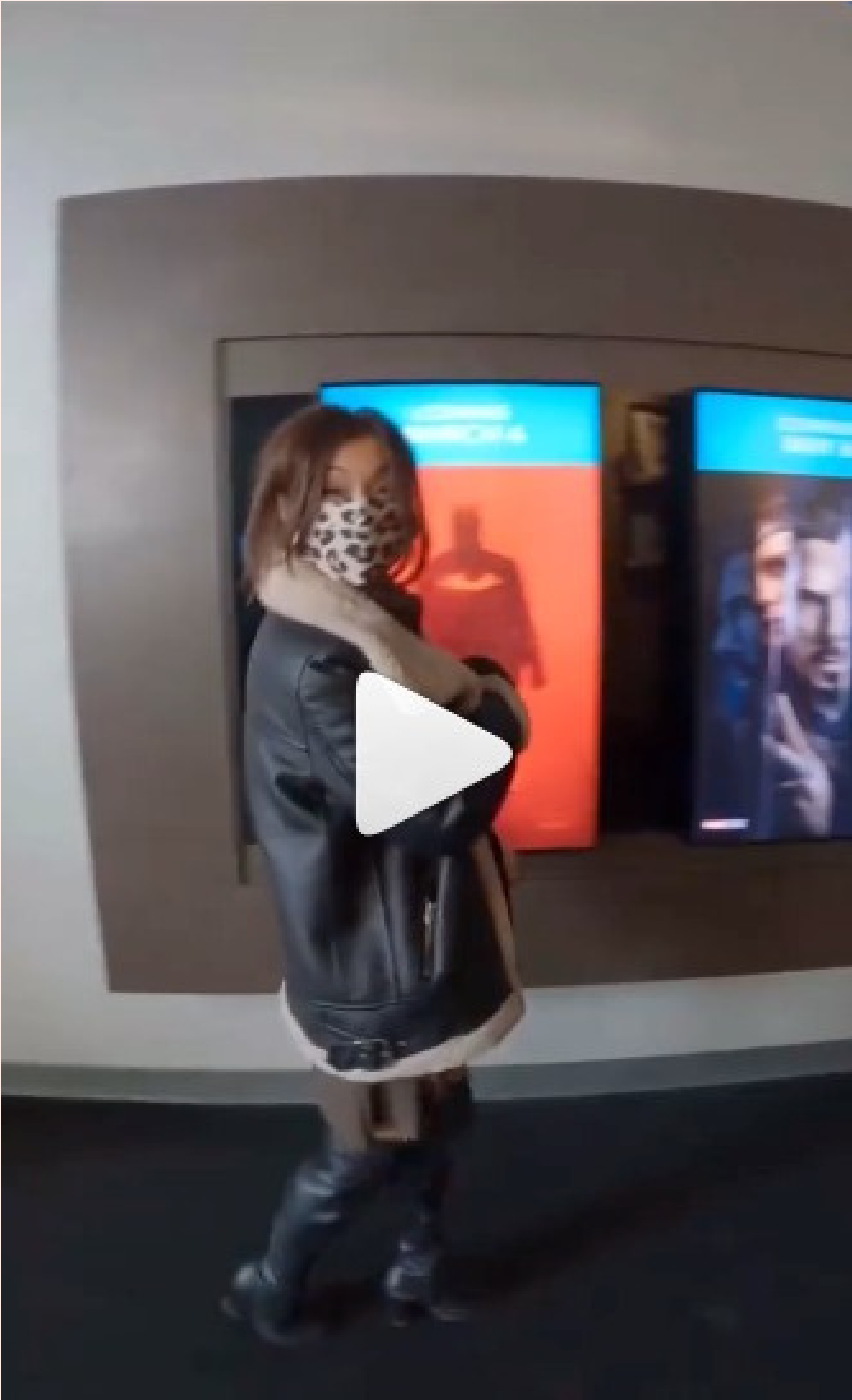


Follower Growth & Content Creation Case Study

– Warner Brothers



Our friends at Warner Brothers came to us with the challenge of growing their Instagram followers and heightening awareness on all of datenight's platforms for the premier of The Batman at Cineplex theatres across Canada. Our team went to work creating a Reel video to show off a VIP Movie Date Night Experience to see The Batman at Cineplex, including the Uber Black ride to the theatres to represent the giveaway prize. We launched the various visuals on our accounts across Canada driving followers, awareness, and excitement to our favourite superhero!



Video Production
Video Distribution
Instagram Giveaways
Targeted Ad Campaign

8 Giveaways across 8 Cities
264,980 Organic Reach
Over 10K Followers Gained

Follower Growth & Content Creation Case Study

- Sony Music Canada



Our friends at Sony Music Canada were looking for a creative way from datenight to bring more listens to the release of the Marry Me Soundtrack by J Lo - our in-house creative team knew exactly what to do! The video we created started with a 'GRWM' call to action, preparing for a movie date where our creator asks "Hey Google, play Marry Me by J Lo" and then proceeds to get ready to the soundtrack playing for her date night-in to watch the Marry Me home premiere on the Cineplex app. The video was then released across all our channels triggering Google Home's and Alexa's everywhere to play the song at home when they heard the command from our video!



Video Production
Instagram Giveaways
Video Distribution
Targeted Ad Campaign

6 Giveaways across 6 Cities
11,273 Giveaway Entries
5,524 Follower Growth
155,524 Giveaway Reach
19,700 Video Views
10,975 Reel Interactions

Our dating history



datenight

Contact us

Let’s make it official

Joshua Seaton - CEO
josh@itsdatenight.com

Selena Kovachis - Editor in Chief
selena@itsdatenight.com

Eilleen Tsang - Community Editor
eilleen@itsdatenight.com

Media Kit

itsdatenight.com

