



Media Kit

2024



Established in 2017, Curiocity has rapidly grown to become one of Canada's leading digital media publishers with a knack for thrilling hyper-local lifestyle and entertainment content. With nearly 4M daily readers, we reach massive audiences with both hyper-local and national coverage.

**4m**

Daily Readers

**250m**

Monthly Content Views

**3.5m+**

Monthly Page Views

**40k+**

Newsletter Subscribers

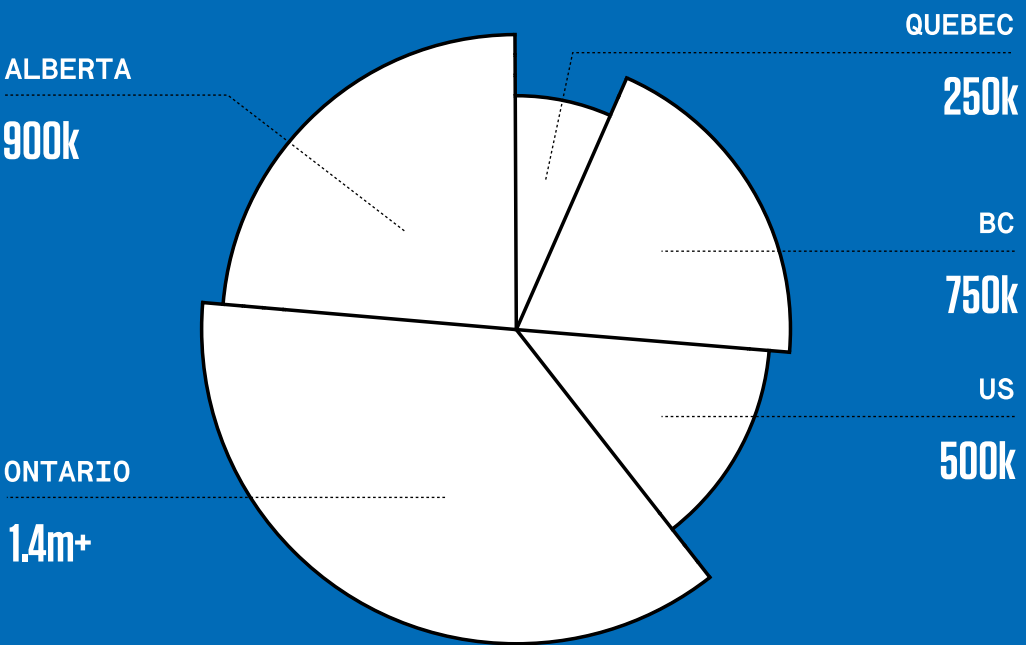
# OUR REACH



# AUDIENCE

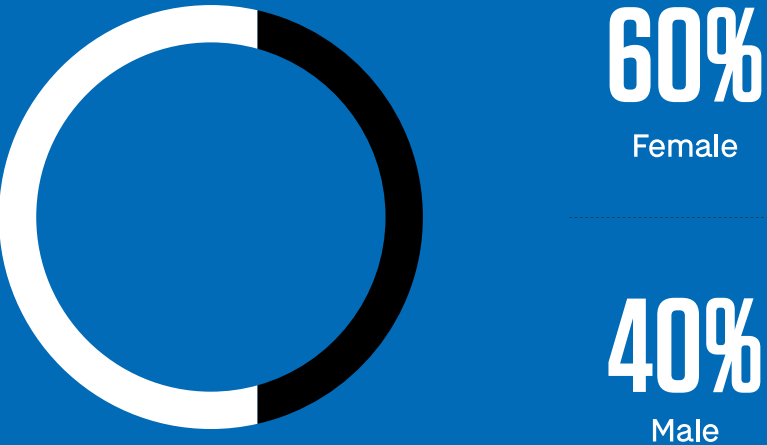
Our audience is a blend of adventurous millennials, Gen Z, and Gen Xers who engage with our brand on a daily basis. With over 85% of our total audience between the ages of 18 to 44, we know exactly who we’re talking to and how to do it. Our audience is hyper-local to the markets that we operate in, allowing us to have a direct impact on businesses, events, activations and more.

READERS BY TOP LOCATIONS

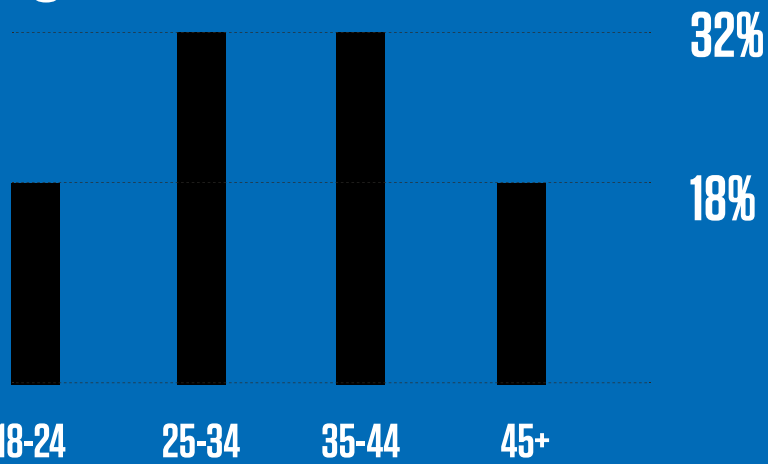


Graph includes website readers and Instagram/Facebook followers.

Female/Male Split



Age Breakdown





# AUDIENCE BY THE NUMBERS



INSTAGRAM

2.5m

Followers

200m

Monthly Content Views



THREADS

200k

Followers

500k

Monthly Content Views



FACEBOOK

750k

Followers

15m

Monthly Video Views



WEBSITE

3.5m

Monthly Page Views

2.5m

Monthly Unique Visitors



TIKTOK

100k

Followers

15m

Monthly Content Views



NEWSLETTER

40k

Subscribers









40%

Open Rate

# AUDIENCE BY PLATFORM & MARKETS






	CANADA	TORONTO	VANCOUVER	CALGARY	EDMONTON	SEATTLE	OTTAWA	MONTREAL
INSTAGRAM	515k	400k	375k	250k	155k	235k	PENDING	PENDING
FACEBOOK	550k	100k	20k	10k	10k	30k	PENDING	PENDING
TIKTOK	100k	30k	20k	25k	30k	PENDING	5k	5k
THREADS	30k	50k	50k	30k	30k	30k	PENDING	PENDING
NEWSLETTER	40k	7.5k	10k	10k	7.5k	PENDING	5k	5k
MONTHLY PAGE VIEWS	3.5m	850k	500k	750k	500k	250k	PENDING	PENDING
MONTHLY CONTENT VIEWS	25m	25m	25m	20m	10m	20m	PENDING	PENDING

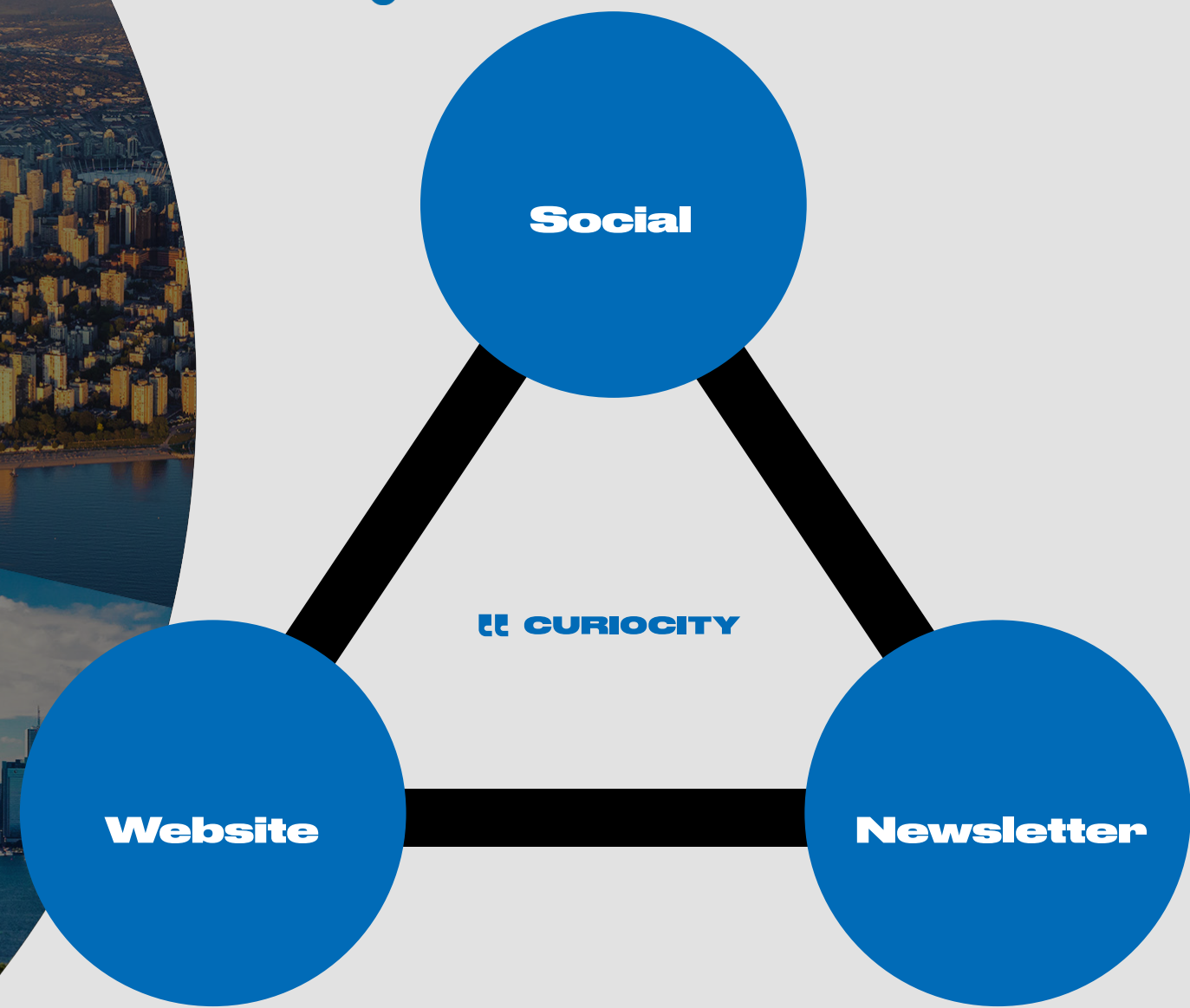
# AUDIENCE DEMOGRAPHICS




CITY		AGE BREAKDOWN				MALE/FEMALE SPLIT	
	TORONTO	12% 18-24	48% 25-34	27% 35-44	12% 45+	45% MALE	55% FEMALE
	VANCOUVER	13% 18-24	49% 25-34	22% 35-44	13% 45+	43% MALE	57% FEMALE
	CALGARY	13% 18-24	47% 25-34	24% 35-44	13% 45+	35% MALE	65% FEMALE
	EDMONTON	12% 18-24	43% 25-34	25% 35-44	16% 45+	37% MALE	63% FEMALE
	SEATTLE	12% 18-24	43% 25-34	25% 35-44	16% 45+	37% MALE	63% FEMALE
	OTTAWA	PLEASE INQUIRE			MONTREAL	PLEASE INQUIRE	
	CANADA	PLEASE INQUIRE		PLEASE INQUIRE			





-  Instagram
-  Threads
-  Facebook
-  Youtube
-  TikTok

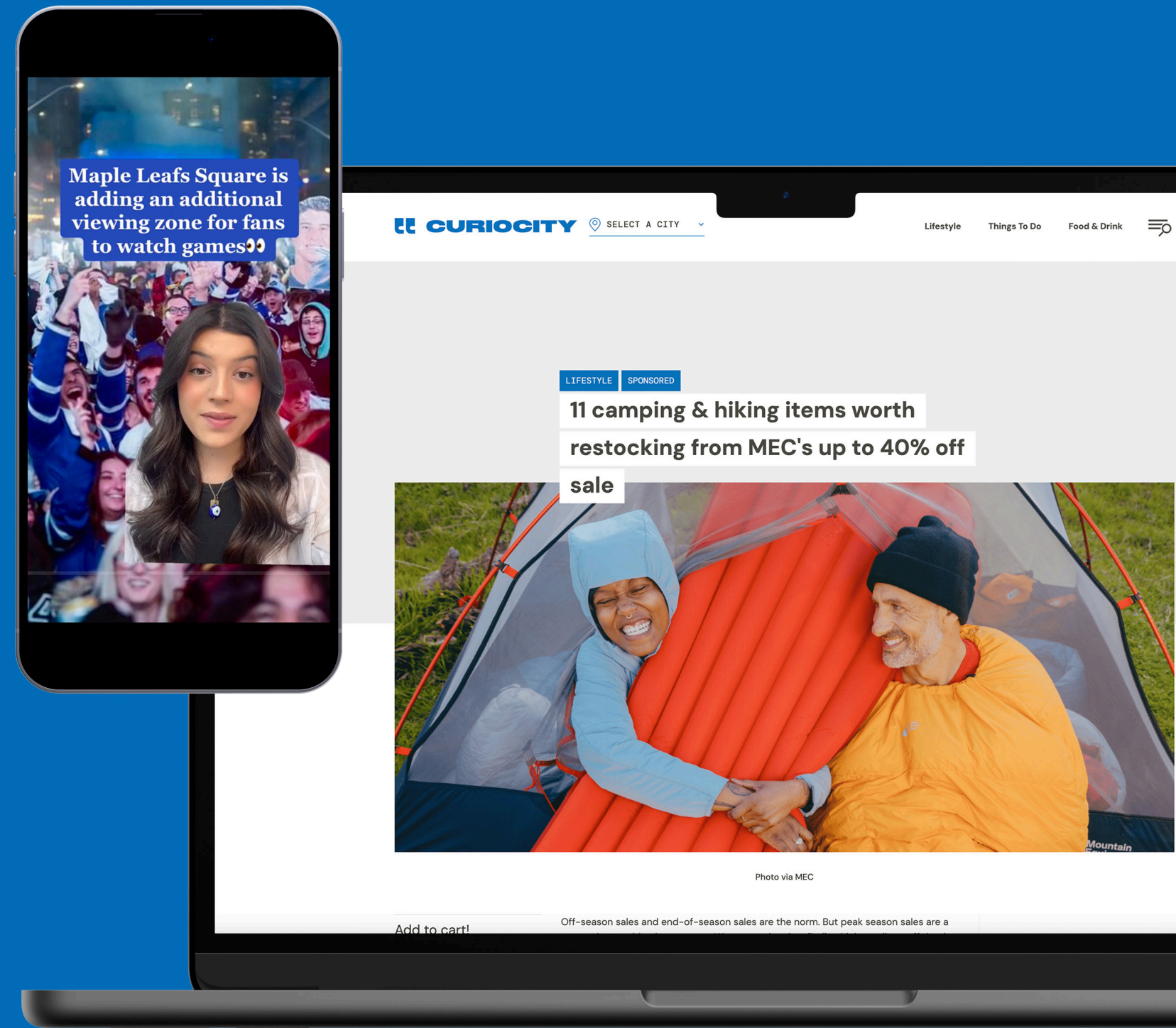


-  Apple Maps
-  Google News
-  Mailchimp



# BRANDED CONTENT

Our content is engaging, approachable, and fun. Leave the bad news at the door, because we're in the business of creating experiences. We guide our audience through the very best adventures, hidden gems, things to do, food & drink options, events, and stories that their city has to offer.



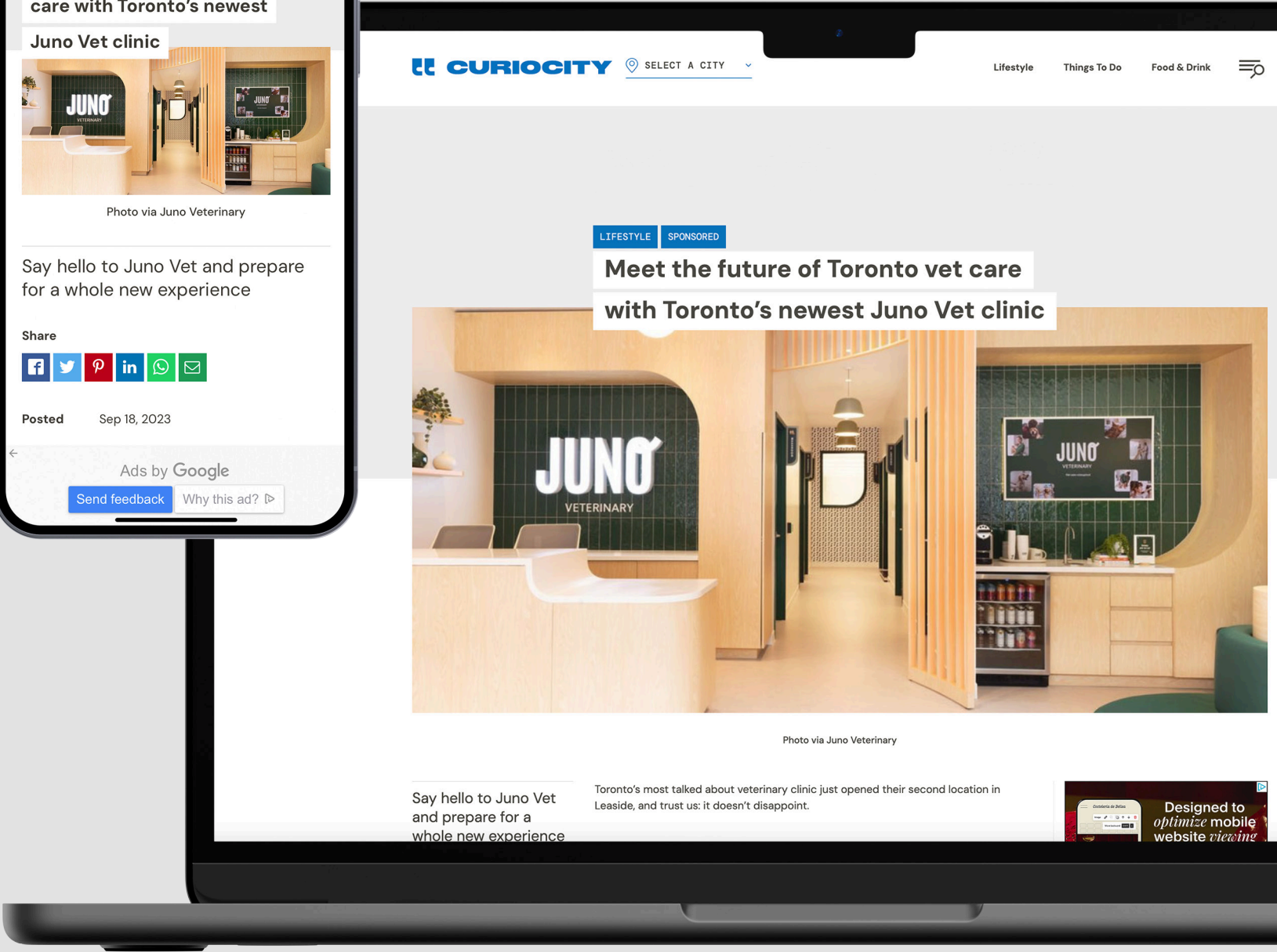
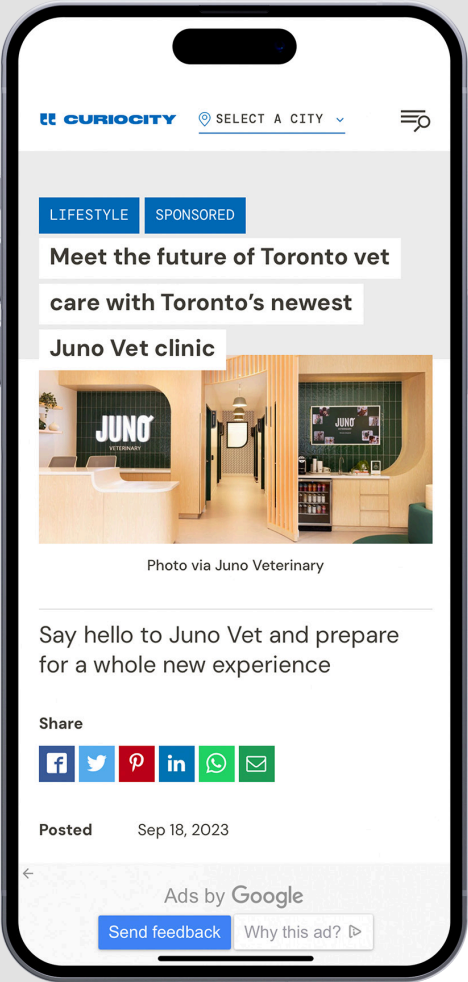
# SPONSORED EDITORIAL

Sponsored Article

Sponsored TTD Inclusion

Sponsored Newsletter Inclusion

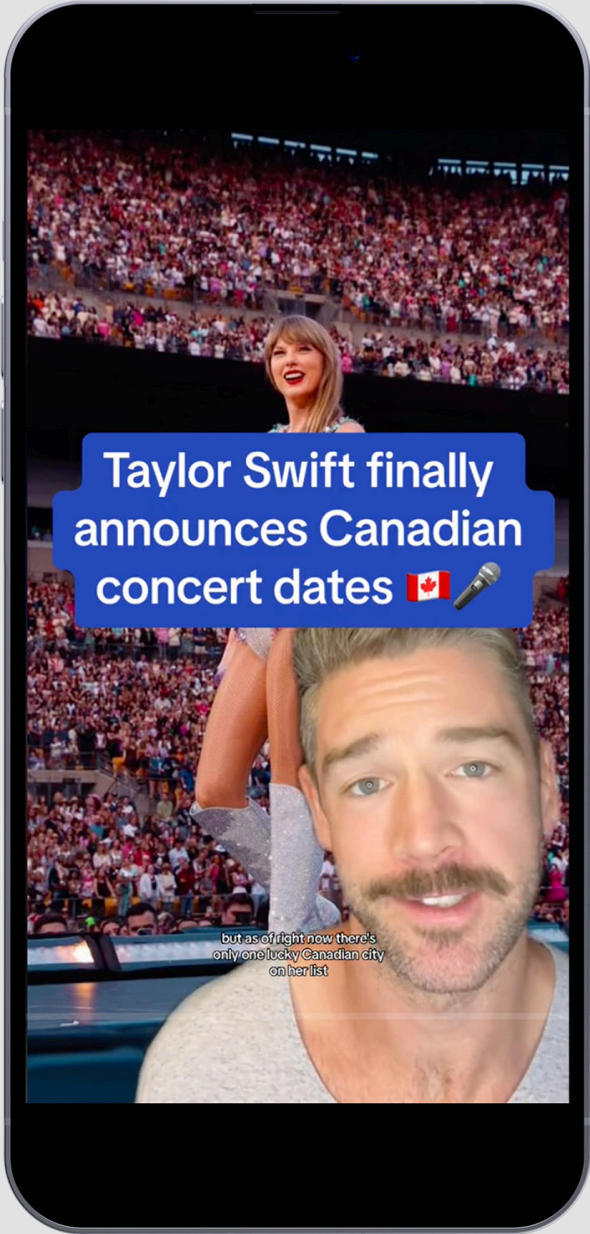
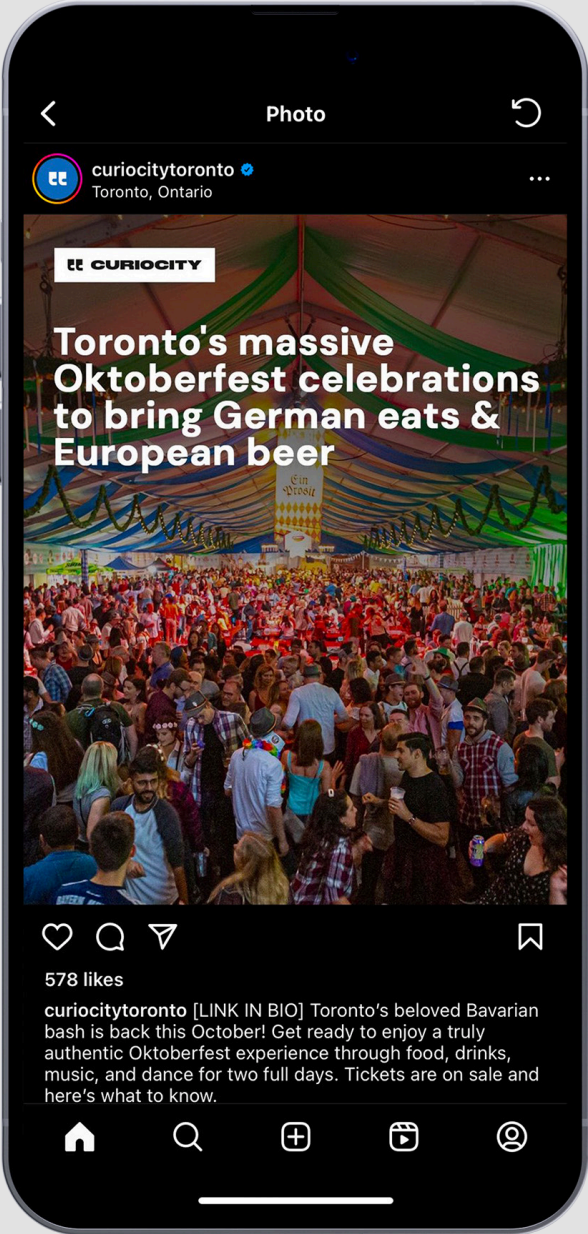
Pinned Sponsored Article





# SPONSORED SOCIAL

- Instagram Post
- Instagram Collab
- Instagram Story
- Instagram Live
- Instagram Reel
- TikTok Post
- Facebook Share
- Pinned Instagram Feed

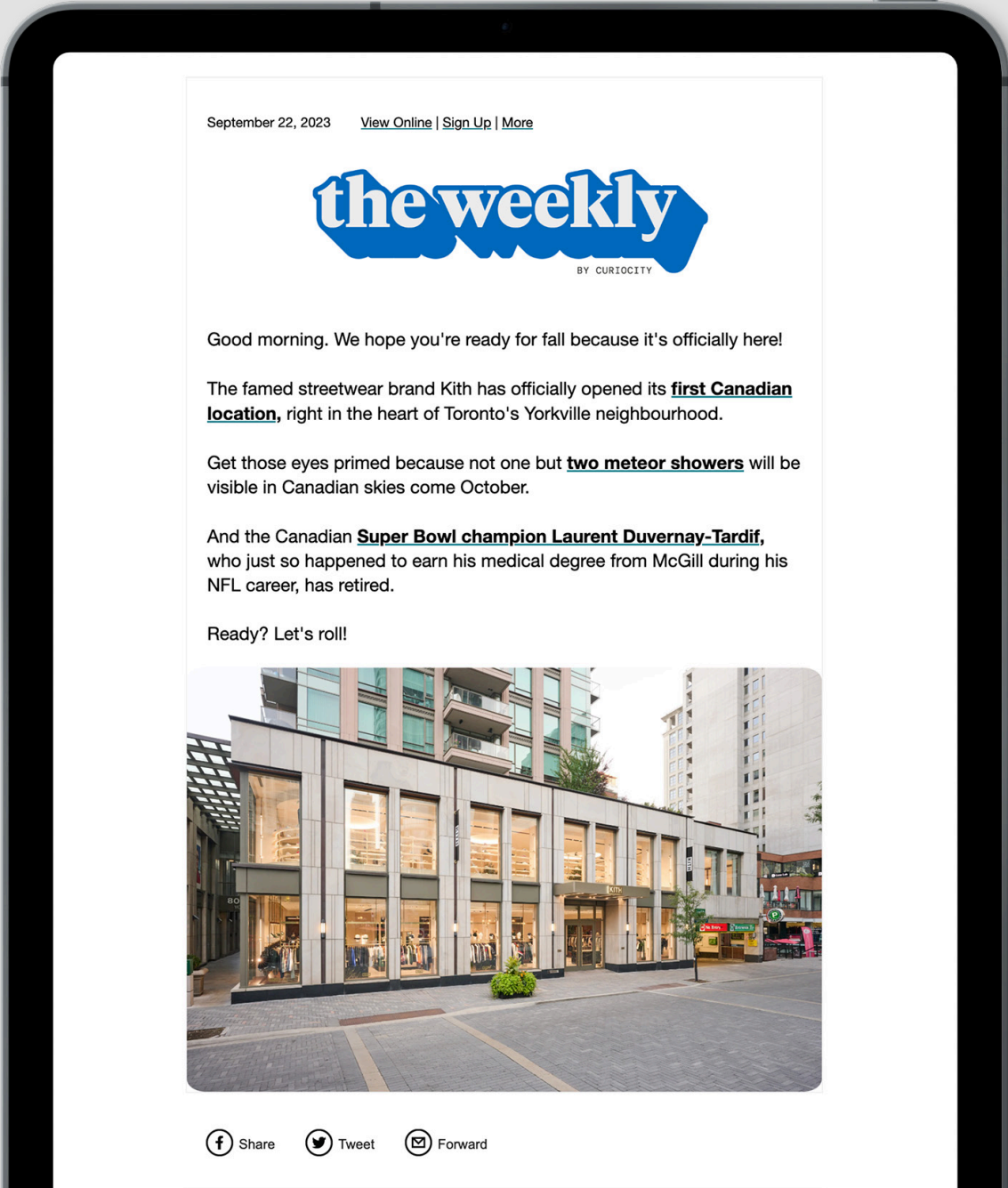


# SPONSORED NEWSLETTER

Weekly Sponsorship

Monthly Sponsorship

TTD Inclusion

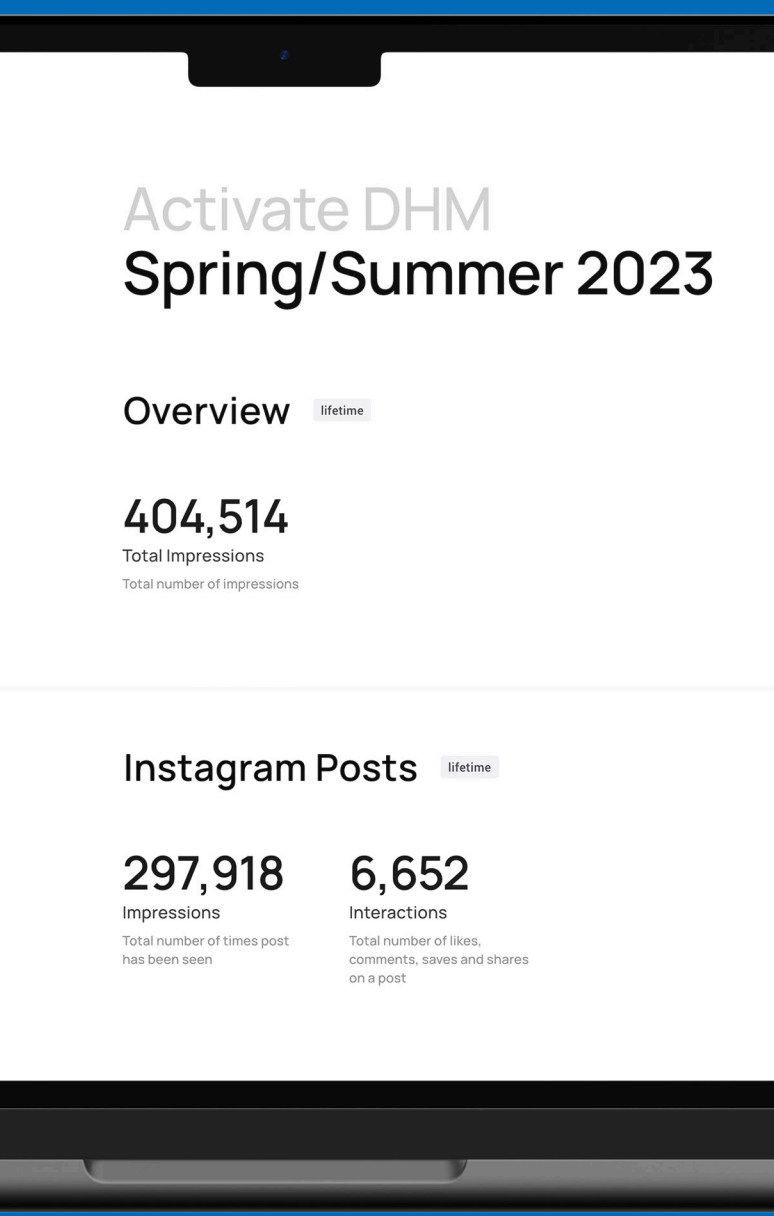
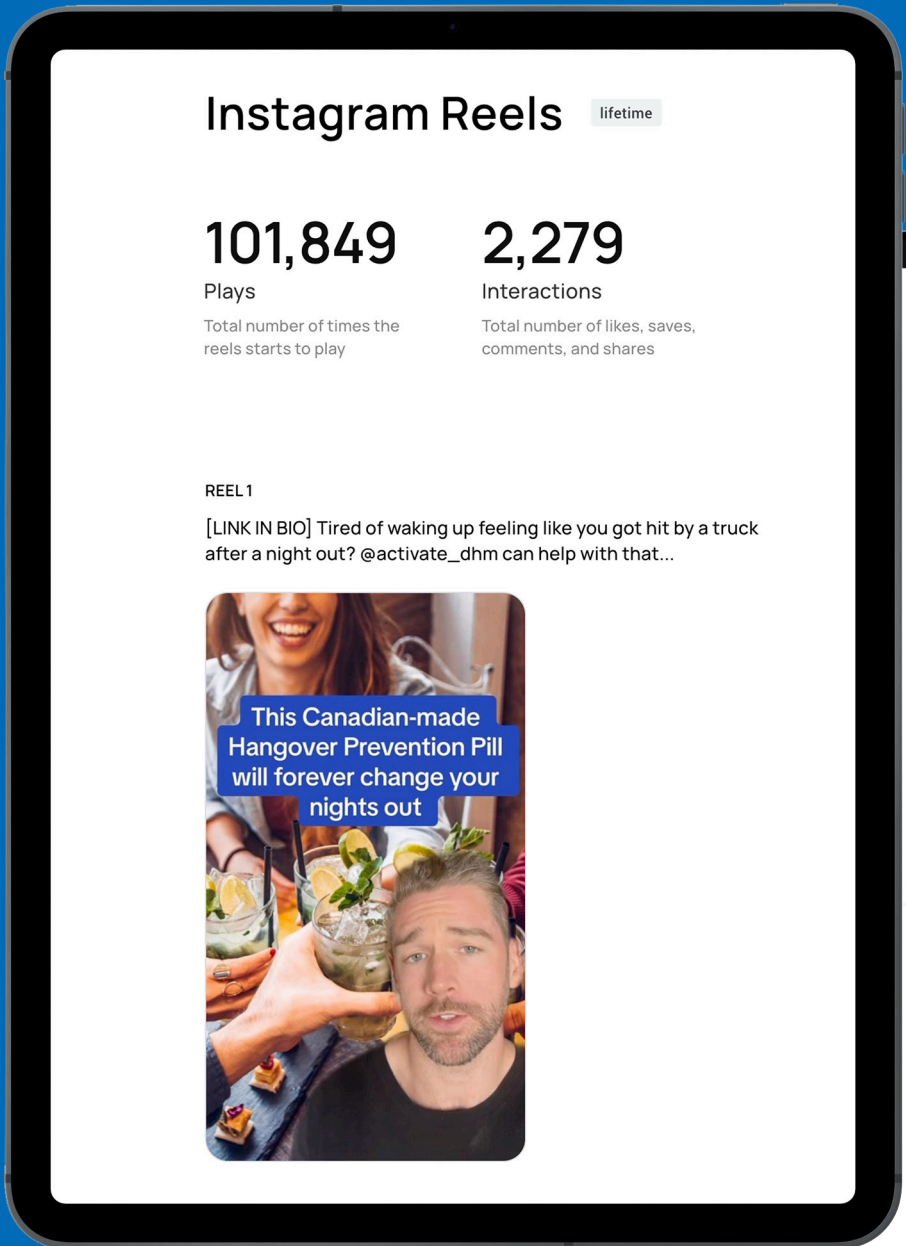




# CAMPAIGNS & REPORTING



Momently, is our trusted analytics partner. With Momently, we craft custom branded campaign reports with ease in just a few clicks. It empowers us to monitor your campaign in real-time, ensuring we stay on top of performance as impressions roll in. Plus, it streamlines content organization, presenting it in a visually appealing and concise format, allowing you to come back to your campaign results at any time.



# OUR PARTNERS



CACTUS CLUB CAFE



SAMSUNG

neo



# THANK YOU

Let's get to work!

CLICK HERE