

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



First date introduction

At datenight, we bring dating experiences across North America right to the top of your feed. We connect 30 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 bringing what's new and exciting to each of our channels.



Mastering the art of dating

Instagram

CANADA

	Followers	Views/month	Email Subscribers
@datenightyyz	175,990	8.5 mil	35,650
@datenightyyc	154,963	7 mil	74,638
@datenightyeg	52,550	3.8 mil	8,134
@datenightbc	30,890	1.5 mil	54,670
@datenightcapital	28,359	2.3 mil	447
@datenighthalifax	35,300	2.2 mil	1,297
@datenightquebec	22,292	2.3 mil	908

@datenightcanada

Followers	177.2K
Likes	2.4M
Views/month	700K

@datenightgame

Subscribers	1,155
Monthly Views	200K

itsdatenight.com

Editorial

Annual Impressions 6.4M
Monthly Users 54K

Content Pillars: Date Ideas, Food & Drink, Events, Lifestyle, Style & Wellness

all cities



Followers 45K
Reach 2M

@datenightcanada



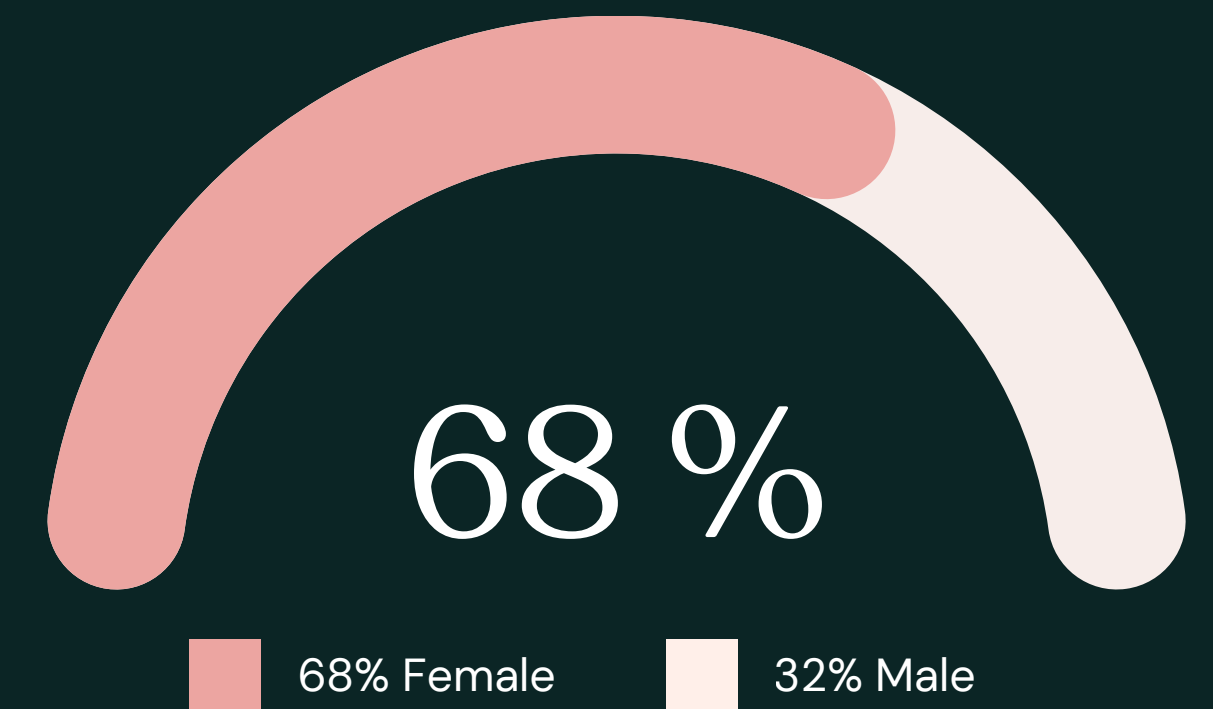
Monthly Views 110K

@itsdatenight

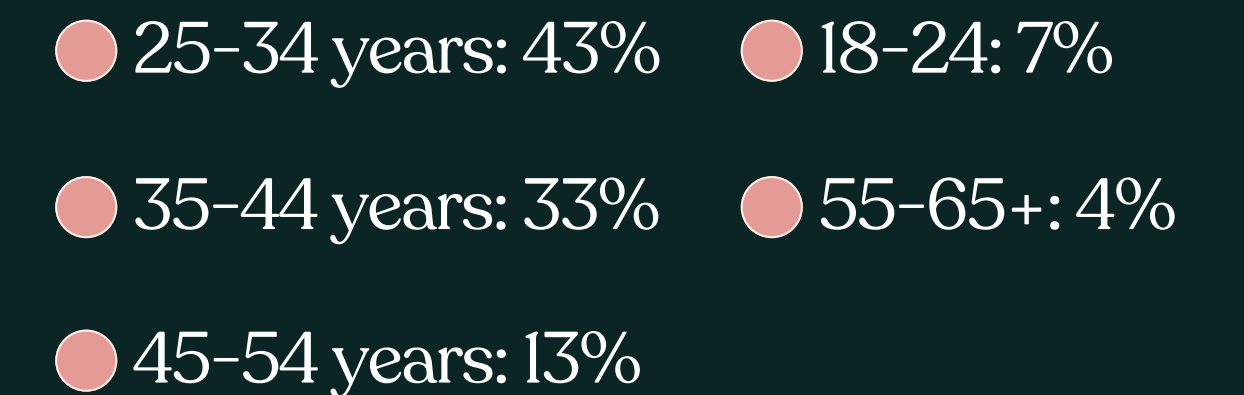


Followers 10K
Monthly Impressions 4K

Audience



Age Distribution



How to datenight

	Calgary & Toronto	B.C. / Edmonton / Ottawa Quebec / Halifax	datenight Canada		
	Feed Post • content provided to us • static photo, carousel, or Reel	\$1200 + 1 Story incl.	\$600 + 1 Story incl.	\$5400 + 1 Story per city <small>*1 individual post per city's page</small>	Social
	Giveaway • content provided to us • static photo, carousel, or Reel	\$1,600 + 2 Stories incl.	\$800 + 2 Stories incl.	\$7200 + 2 Stories per city <small>*1 individual post per city's page</small>	
	Green Screen Video • we create the content • shared as a Reel + to national channels	\$1,500 + 1 Story incl.	\$1000 + 1 Story incl.	\$5700 + 1 Story per city <small>*1 video filmed, posted to all city's pages * \$8K for 7 different videos filmed+posted</small>	
Brand Article • incl. social sharing • in weekly newsletter	\$1,800 + In-feed Reel + Story incl.	\$1,500 + In-feed Reel + Story incl.	\$6,400 + In-feed Reel per City + Stories Per City incl.	Article	
	Dedicated Newsletter YYC \$3,500 / YYZ \$2,000	BC \$2,000 / YEG \$500	\$8,000	Newsletter	
Newsletter Inclusion YYC \$500 / YYZ \$250 <small>sent on Fridays</small>	N/A				

**For boosts set up & run by datenight ads team +\$50 to your service for set-up/management fee.
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

\$1500

*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

1 visits, 1 custom video, 7postsx3stories:

\$6,400

7 visits, 7 custom videos, 7postsx3stories:

\$11,100

*plus applicable taxes
custom packages available

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+

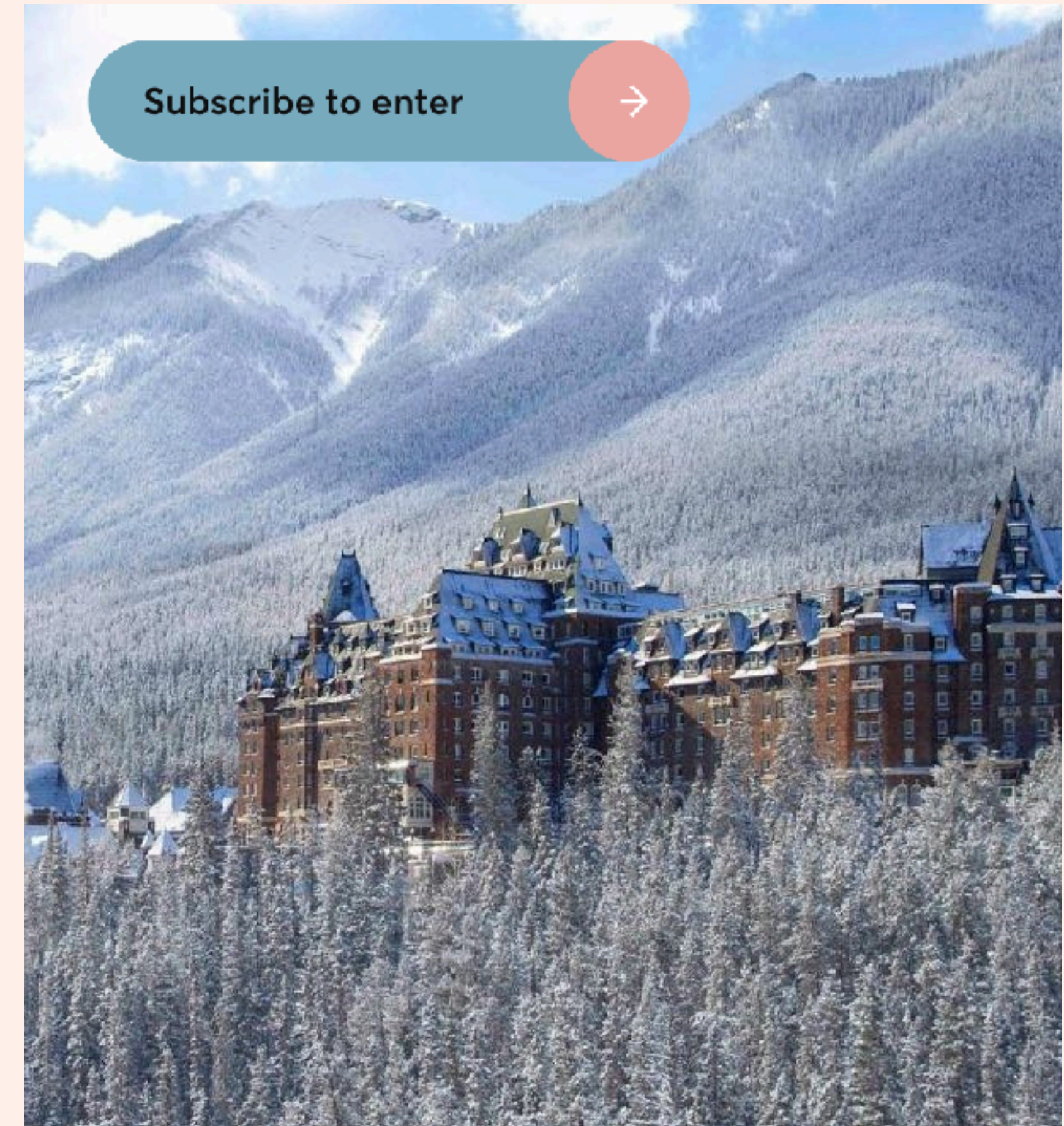
How It Works - Toronto price example:

- 1 editorial brand article on itsdatenight.com with an embedded form for sign-ups (\$1,800)
- 1 giveaway ad (\$500 min. ad spend)
- 1 Dedicated Newsletter sent to our subscribers (\$2,000)
- 3 stories on Instagram/Facebook throughout the campaign
- 1 in-feed post on Instagram page(s) to support campaign

Total Media Value: \$3,800.00

Ad Budget: \$500

Final Total: \$4,300.00 +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 \$150+

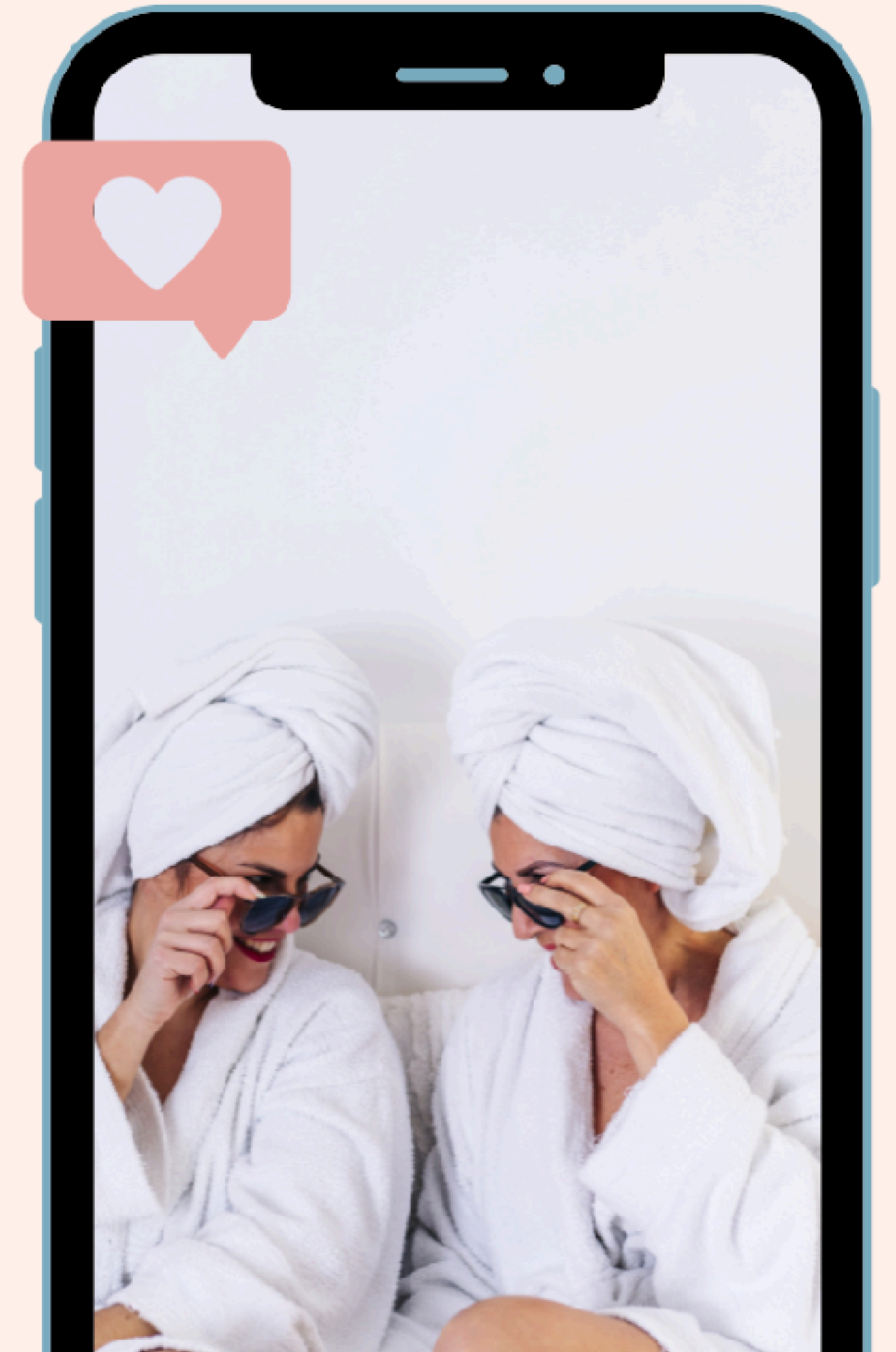
How It Works (Toronto example):

- 1 giveaway feed post on @datenightyyz (\$1,600)
- 2 stories to support post during the contest period
- Shared in our Friday weekly e-newsletter
- Recommended boost budget: \$200 (optional)

Total Media Value: \$1,600.00

Ad Budget: \$200

Final Total: \$1,800.00 +tax





Our friends at Bone & Biscuit came to us with the challenge of growing their email audience and brand awareness in BC, Alberta and Ontario. Our email growth campaign was the perfect solution to educate the datenight community about their stores, 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 (a gift card to brand-aligned dog-friendly Fairmont Hotels) and compiled the creative to be distributed on all our channels. A well-targeted and budgeted ad on Meta brought our community to an article that was filled with not only a form to sign up to enter, but to learn more about Bone & Biscuit as a brand.

Email Growth Case Study

The screenshot shows an email header with the 'datenight' logo and navigation links for 'date ideas', 'food & drink', 'events', 'travel', and 'style & wellness'. The main headline reads 'Win the Ultimate Dog-Friendly Fairmont Getaway and Wellness Prize Pack!'. Below the headline are two images: a night view of a Fairmont hotel and two dogs (one brown, one black) sitting on a bed. The body text states: 'This Mental Health Month, we're celebrating the joy, calm, and comfort our furry companions bring into our lives—with a giveaway that treats both *you* and your pup! We've teamed up with our friends at **the Bone & Biscuit** to give one lucky winner the chance to escape on a luxurious, pet-friendly adventure.'



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

Cost per email was lower than 25 cents; over 30,000 gained.

Streeters Video Case Study - Warner Bros Canada



Our friends at Warner Bros. came to us with the challenge of creating hype and heightening awareness for their movie release of COMPANION, which aligned with datenight's brand and target audience. Our team went to work attending the advance screening in Toronto with a videographer and streeters host to ask movie goers, and a special celebrity guest that was also the star of the movie, brand-aligned questions. This was then edited into a Reel video and shared to all of our channels across Canada, and national platforms.



Video
Production
On-camera
Interviews
Video
Distribution
Targeted Ad
Campaign

7 Posts
across 7
Cities
264,980
Organic
Reach

Our dating history



datenight

Contact us

Let's make it official

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Media Kit

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