



2021 Kelowna Media Kit

Castanet Weekly Statistics

CASTANET OVERALL READERS

Google Analytics
as at January 17-23, 2021

688,602

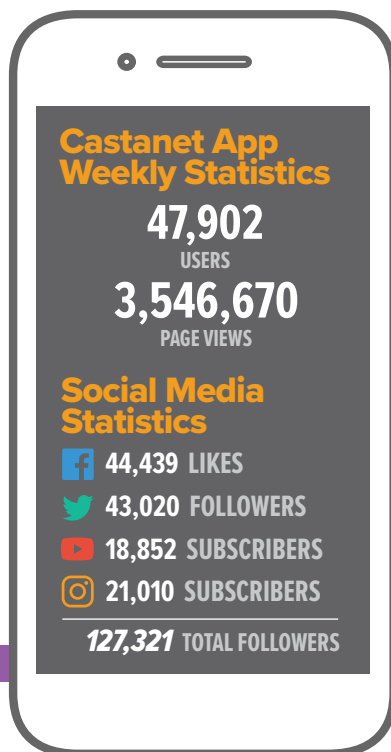
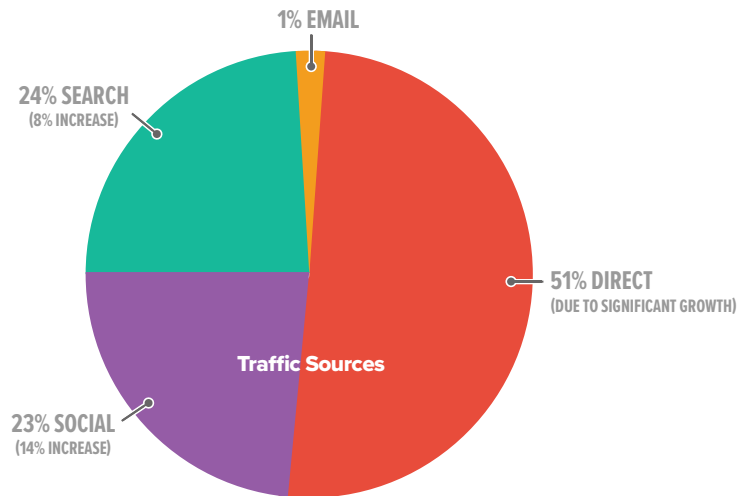
UNIQUE VISITORS

11,454,913

PAGE VIEWS

5.21

PAGES PER VISIT



Top Markets

Weekly Unique Visitors		Weekly Page Views	
1. Kelowna	203,752	1. Kelowna	6,441,024
2. Vancouver	112,263	2. Vancouver	882,726
3. Calgary	28,004	3. Vernon	177,488
4. Toronto	23,926	4. Penticton	158,365
5. Edmonton	11,768	5. Calgary	140,830
6. Kamloops	9,799	6. Summerland	120,684
7. Montreal	8,071	7. Armstrong	115,598
8. Ottawa	7,567	8. Oliver	90,986
9. Vernon	6,934	9. Kamloops	88,007
10. Penticton	6,104	10. Toronto	74,446

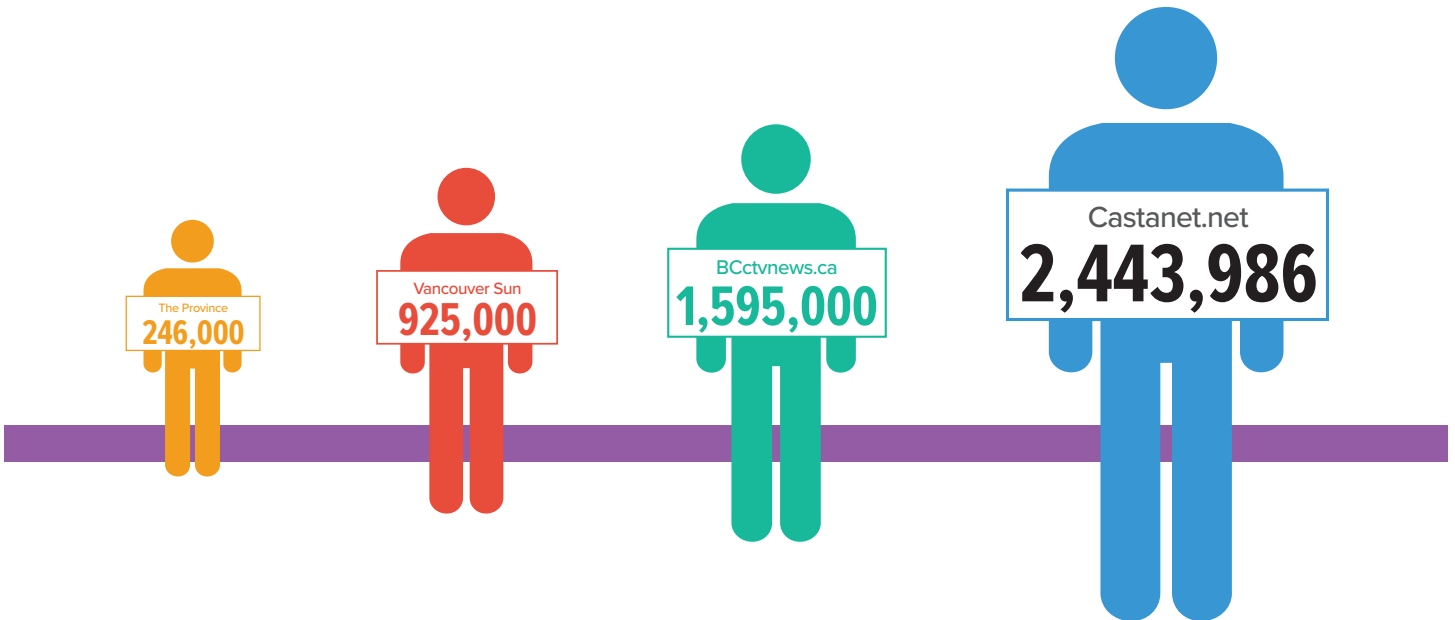
Competitive Analysis

2021

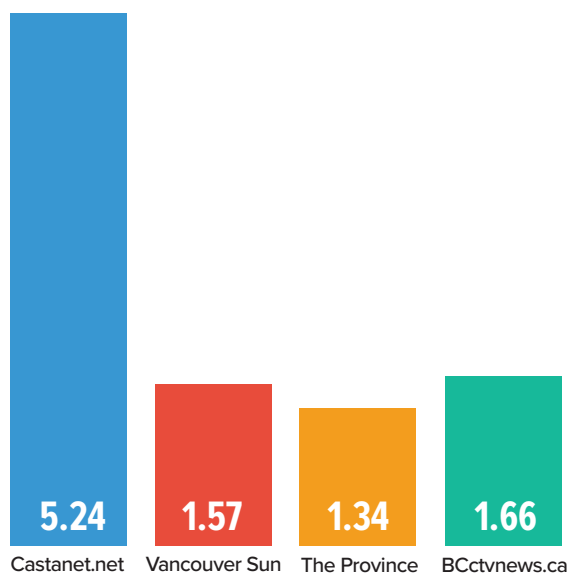
General News BC

AVERAGE WEEKLY VISITS

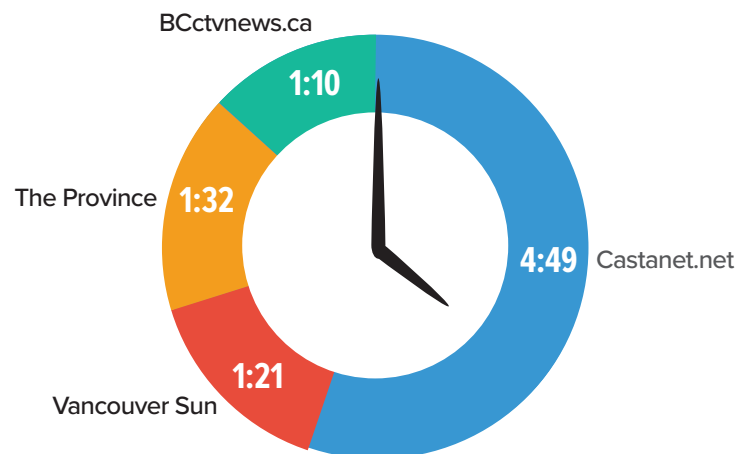
SimilarWeb
December 2020



Pages Per Visit



Average Visit Duration



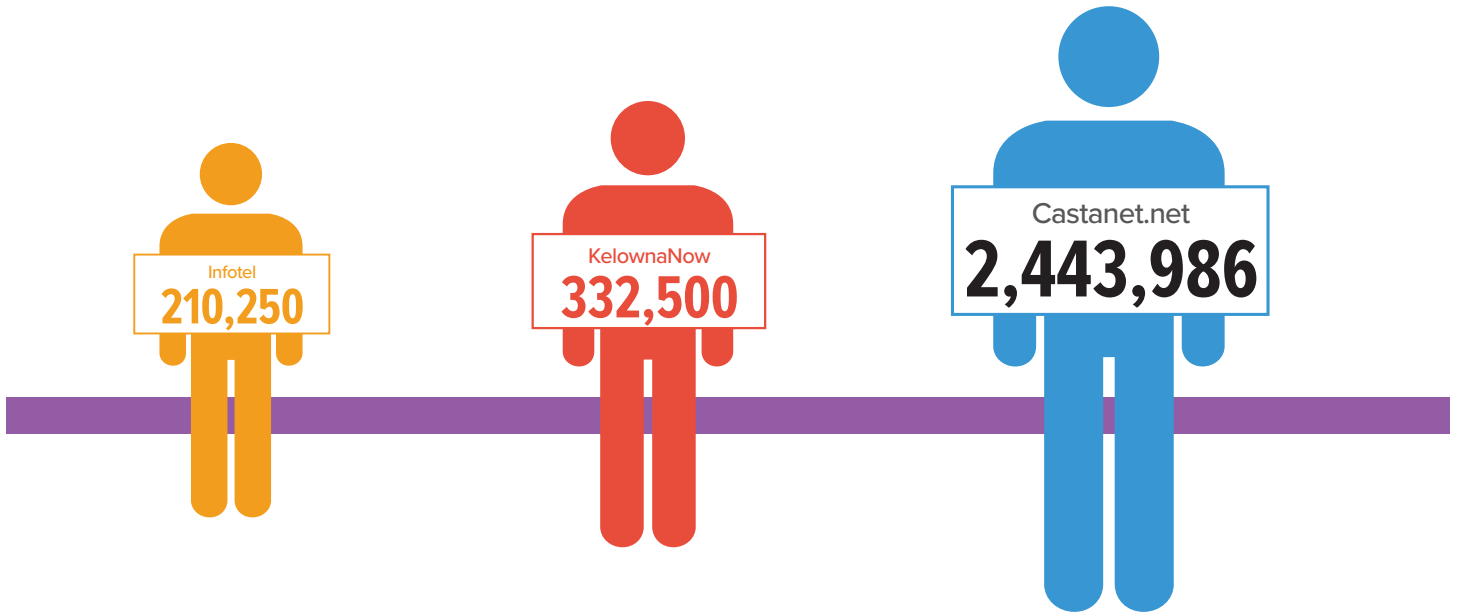
Competitive Analysis

2021

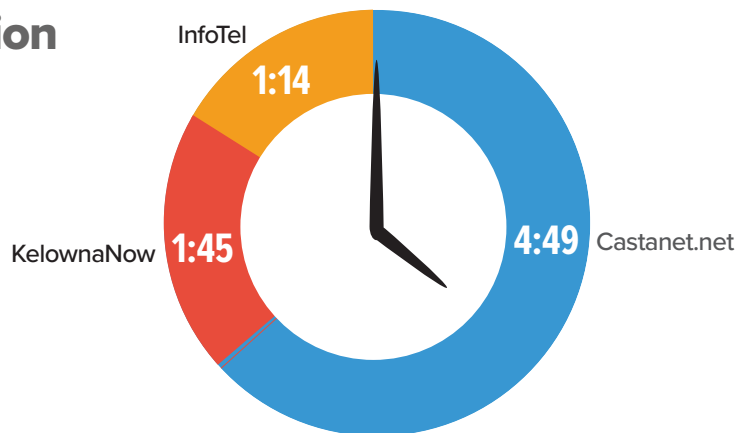
Local Online Competitive Analysis

AVERAGE WEEKLY VISITS

SimilarWeb
December 2020



Average Visit Duration



Local Traditional Media Comparative Analysis

AVERAGE WEEKLY REACH

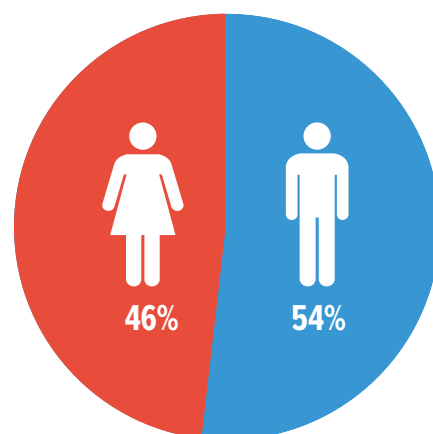
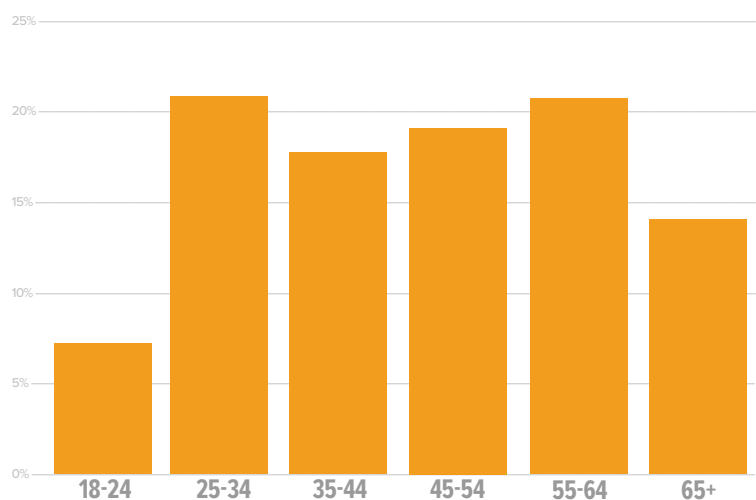
	KELOWNA CASTANET.NET	203,752
	CAPITAL NEWS	42,000
	RADIO STATION AVG. LISTENERS	30,180
	DAILY COURIER	6,000

Demographic Profile

2021

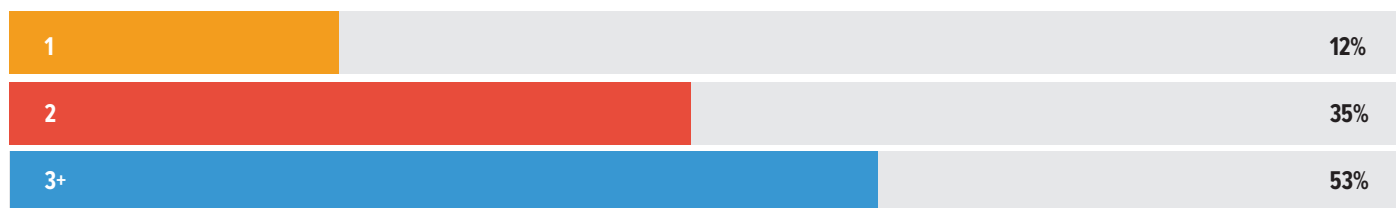
Age & Gender

Google Analytics
as at January 17-23, 2021

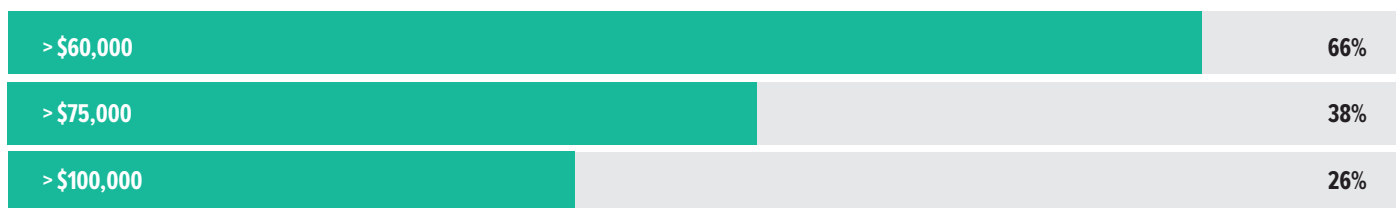


Household Size

comscore



Household Income



Advertising Ad Specs

2021

All ad size dimensions in pixels

Leaderboard

728x90

FILE FORMAT: .JPG, .GIF,
MAX FILE SIZE: 150K



Medium Rectangle

300x250

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 275K



At Castanet, we strive to achieve the highest ethical standards in all that we do. We feature IAB approved ad sizes that are featured in various areas of Castanet.

Embedded Banner

640x90

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 150K



Advertising Standards Canada
Les normes canadiennes de la publicité

Our marketing consultants and creative department ascribe to the Canadian Code of Advertising Standards

Billboard

970x250

FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



Small Rectangle

300x100

FILE FORMAT: .JPG, .GIF
MAX FILE SIZE: 175K



Mobile

588x128

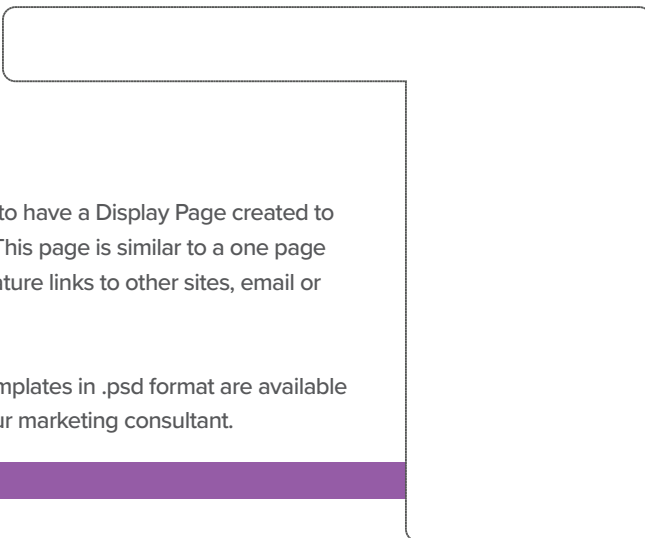
FILE FORMAT: .JPG
MAX FILE SIZE: 80K
NO ANIMATION



Classifieds Photowrap

900x600

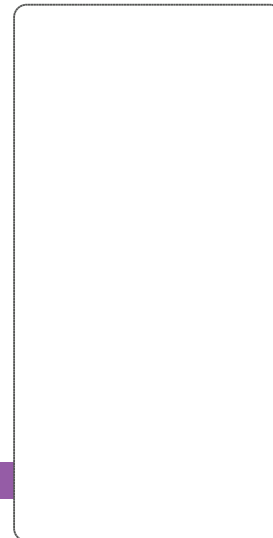
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



Half Page

300x600

FILE FORMAT: .JPG
MAX FILE SIZE: 100K
NO ANIMATION



Clients can choose to have a Display Page created to link from their ads. This page is similar to a one page website that can feature links to other sites, email or online form.

Castanet ad size templates in .psd format are available on request from your marketing consultant.