



2021 Vernon Media Kit

Castanet Weekly Statistics

CASTANET OVERALL READERS

Google Analytics
as at January 17-23, 2021

57,620

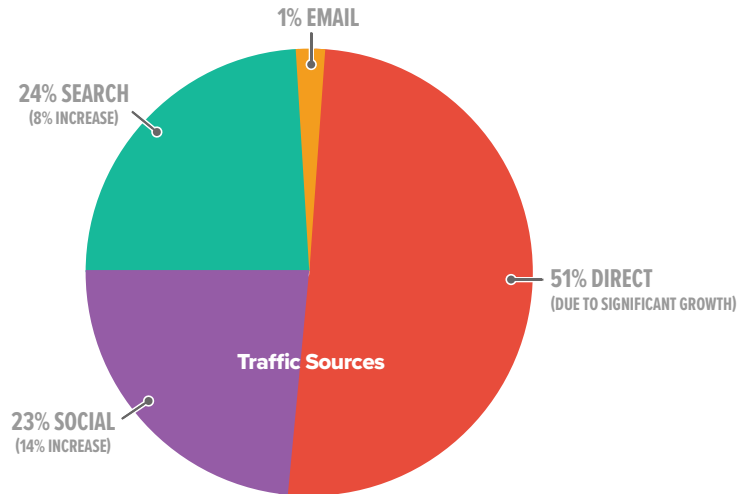
UNIQUE VISITORS

1,273,456

PAGE VIEWS

5.86

PAGES PER VISIT



Castanet App Weekly Statistics

47,902

USERS

3,546,670

PAGE VIEWS

Social Media Statistics



44,439 LIKES



43,020 FOLLOWERS



18,852 SUBSCRIBERS



21,010 SUBSCRIBERS

127,321 TOTAL FOLLOWERS

Top Markets

Weekly Unique Visitors

1. Vernon	34,673
2. Kamloops	9,799
3. Salmon Arm	8,516
4. Armstrong	4,291
5. Lumby	139

Weekly Page Views

1. Vernon	887,444
2. Salmon Arm	178,522
3. Armstrong	115,598
4. Kamloops	88,007
5. Lumby	3,883

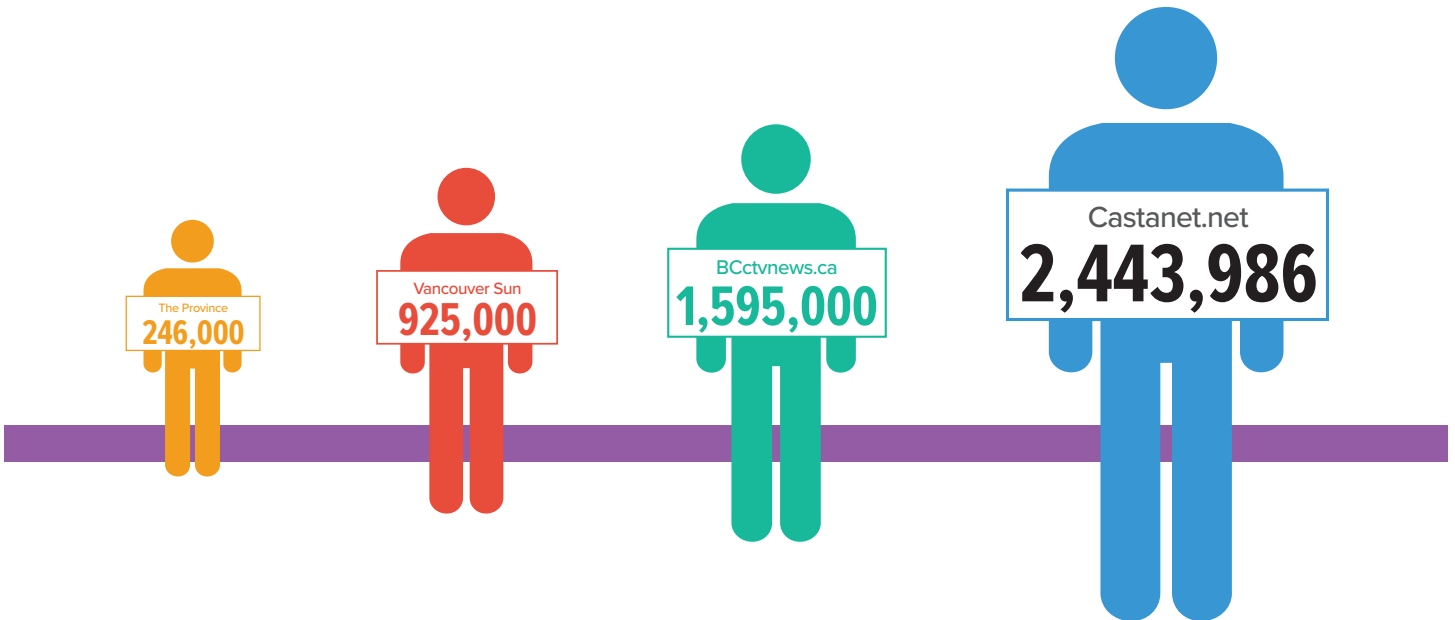
Competitive Analysis

2021

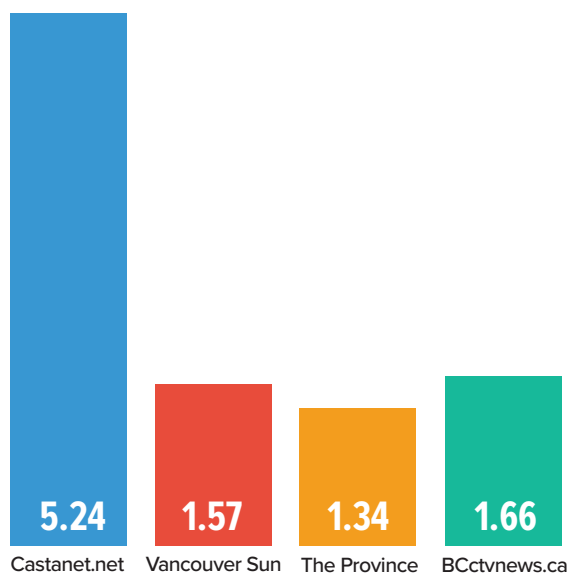
General News BC

AVERAGE WEEKLY VISITS

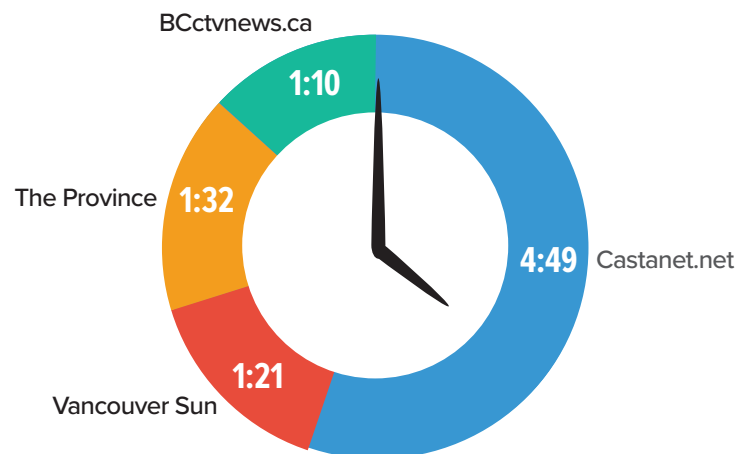
SimilarWeb
December 2020



Pages Per Visit



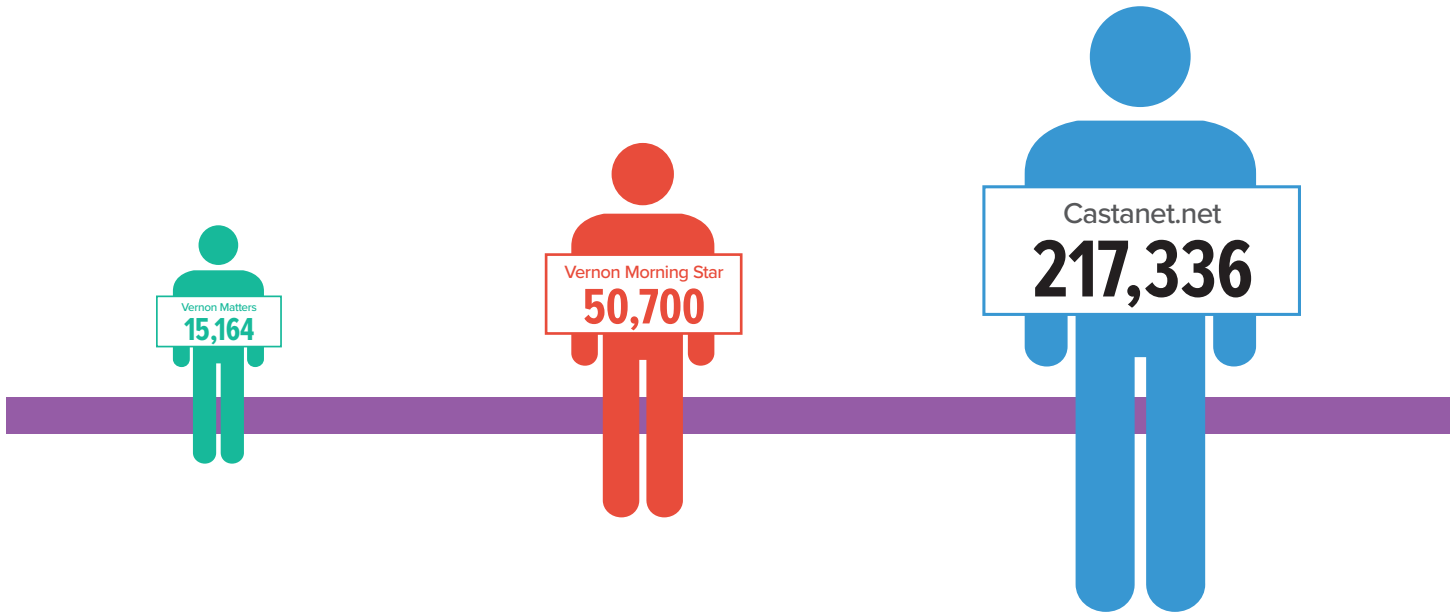
Average Visit Duration



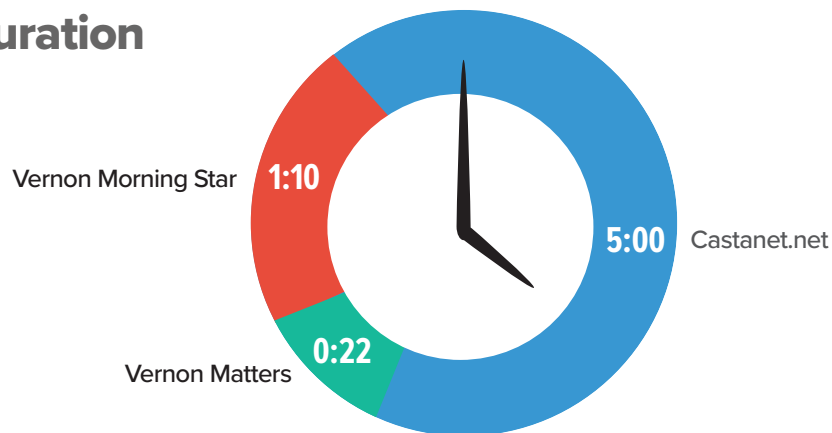
Local Online Competitive Analysis

AVERAGE WEEKLY VISITS

SimilarWeb
December 2020

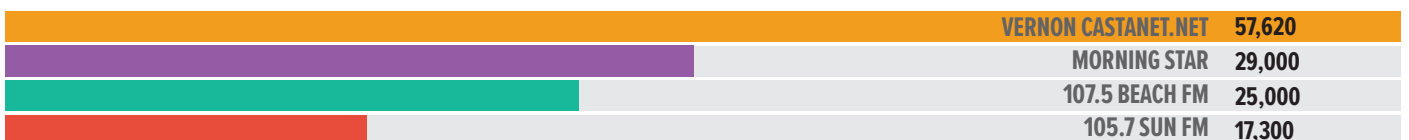


Average Visit Duration



Local Traditional Media Competitive Analysis

AVERAGE WEEKLY REACH

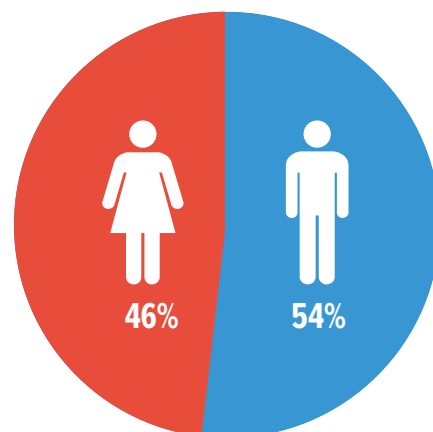
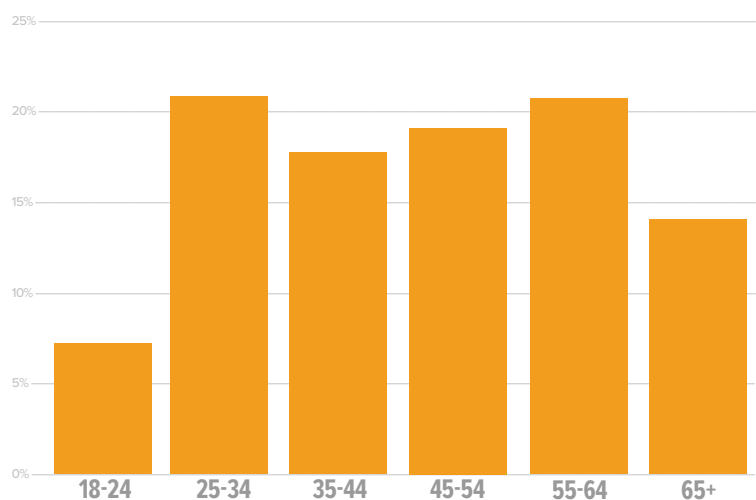


Demographic Profile

2021

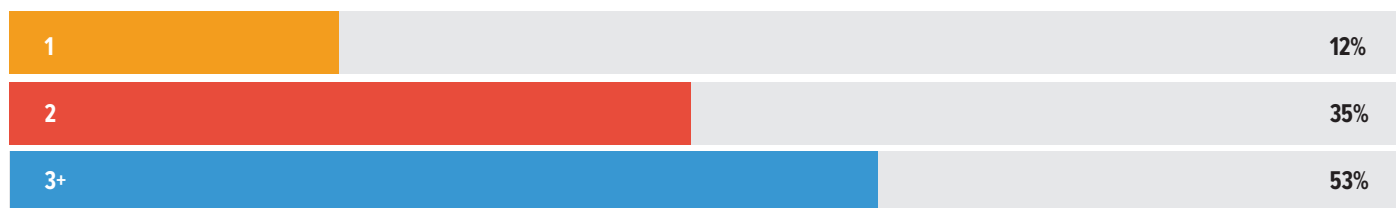
Age & Gender

Google Analytics
as at January 17-23, 2021

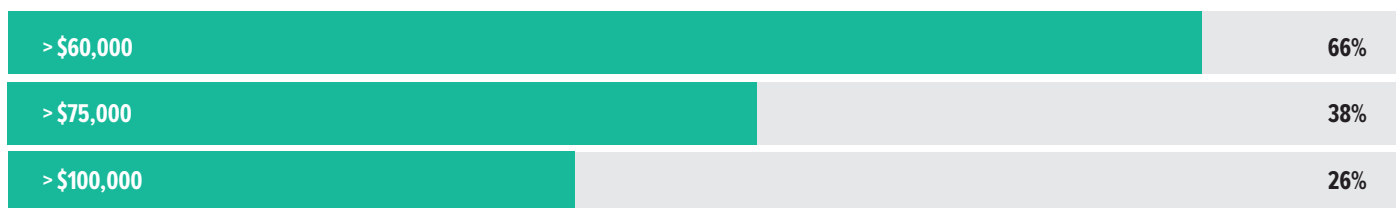


Household Size

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

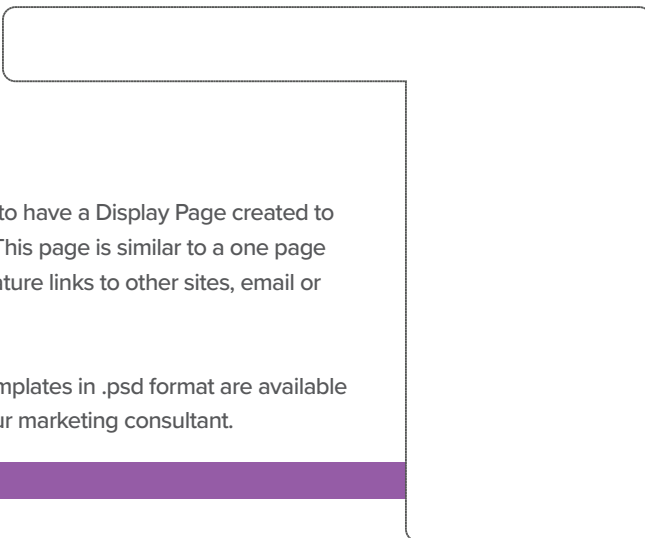
FILE FORMAT: .JPG
MAX FILE SIZE: 80K
NO ANIMATION



Classifieds Photowrap

900x600

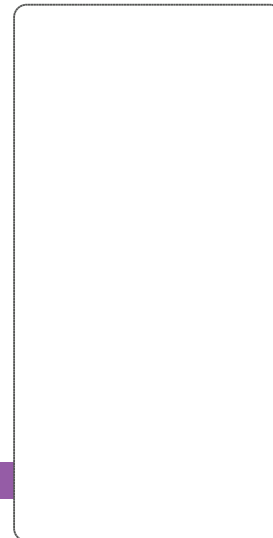
FILE FORMAT: .JPG
MAX FILE SIZE: 125K
NO ANIMATION



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.