

# The Guardian

## 2026 MEDIA KIT

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# Who we are...

We are your hometown newsroom, rooted in Charlottetown and committed to delivering trusted, high-quality local journalism. From city council and local schools to neighbourhood events and community milestones, we tell the stories that reflect everyday life across Prince Edward Island's capital.

Community is at the heart of what we do. We spotlight the people, organizations, and businesses that shape Charlottetown, connect residents with the services they rely on, and deliver practical, reader-first coverage that informs and strengthens our island community.

As part of Postmedia, we combine hometown credibility with national strength. That means your message benefits from brand-safe environments, deep audience insights, and media innovation delivered at scale.

## The Guardian



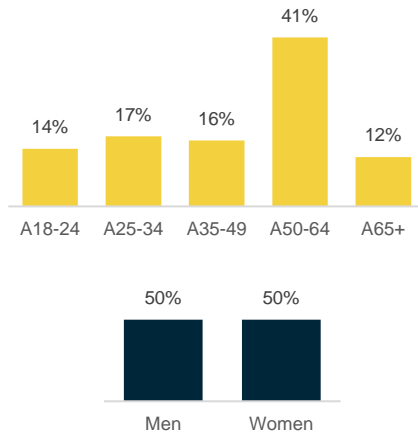
The Guardian & Postmedia monthly reach\*

# 71,952

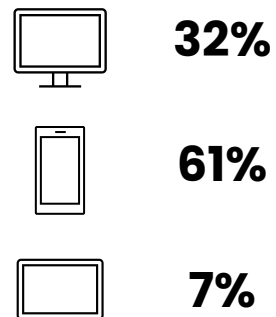
**67.5K** Digital Monthly Visitors

**18K** Weekly Newspaper readers

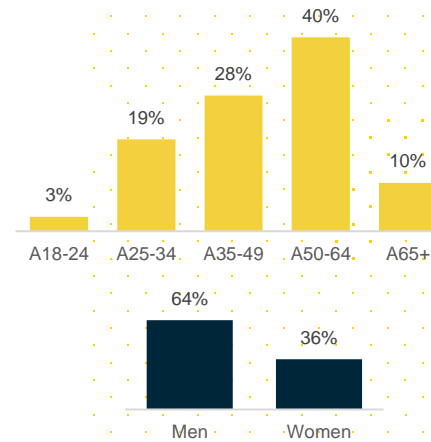
## Digital Demographics



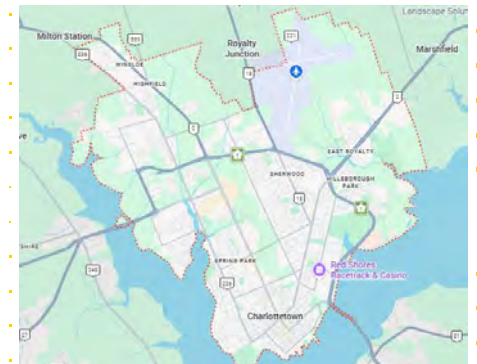
## Device Breakdown



## Print Demographics



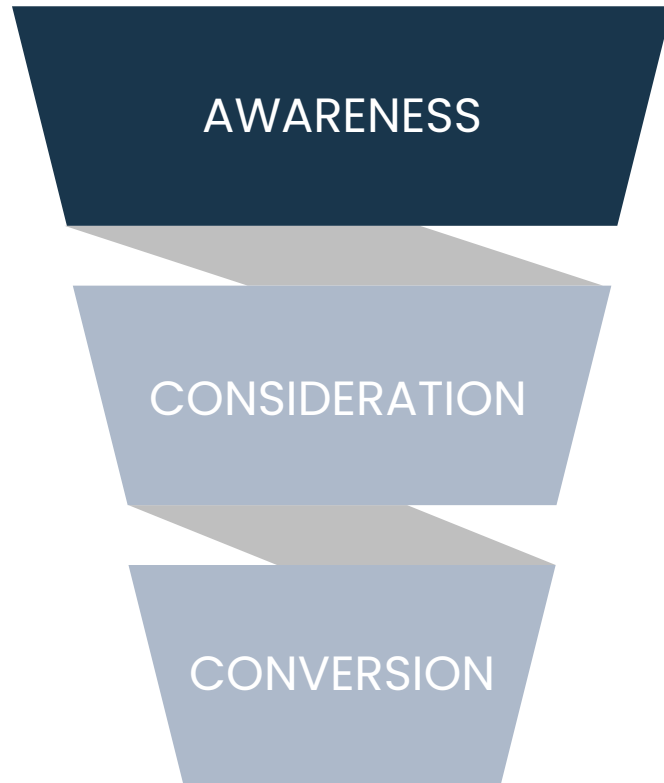
## Print Distribution



\*Monthly reach may exceed population due to reaching the same audience on different devices  
Source: Google Analytics Charlottetown

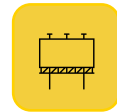
# Awareness Solutions

Brands that are thought of first are far more likely to be bought



## Digital Advertising

Show up in video and display on the sites your customers visit every day



## Digital Out of Home (DOOH)

Put your business on screens where people shop and commute



## Print Advertising

18K+ newspaper readers receiving front-door delivery every week



## Digital Audio

Reach local customers while they stream music and podcasts

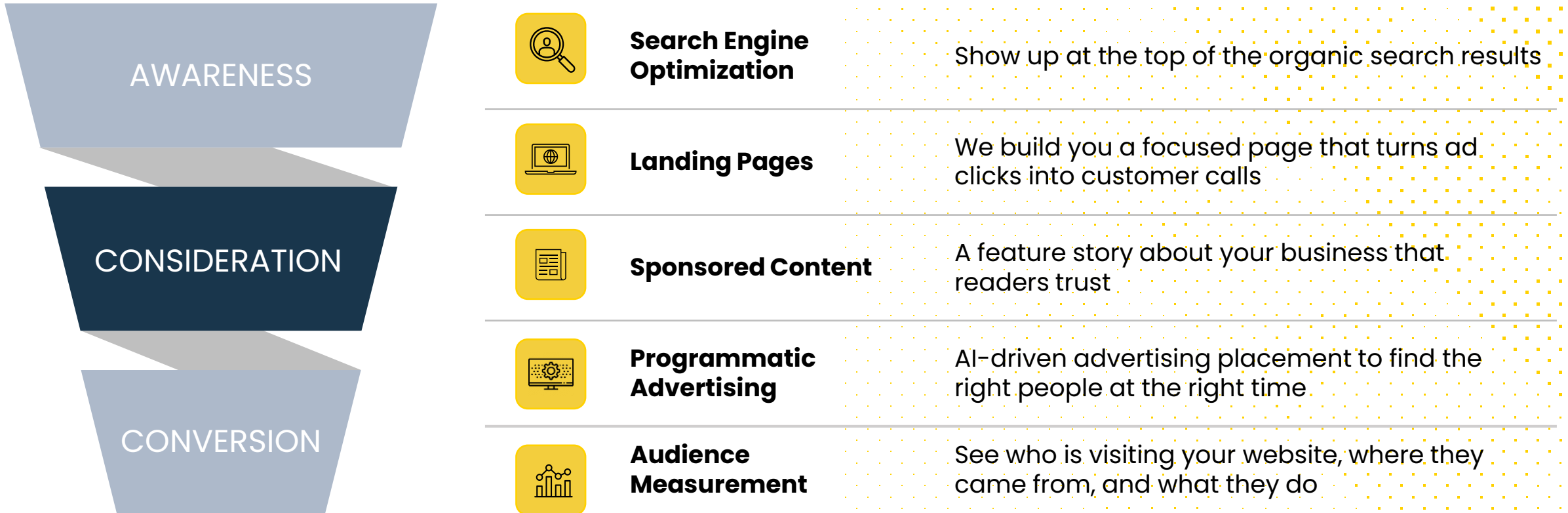


## Website Development

We will build you a professional website ready to convert in days, not months

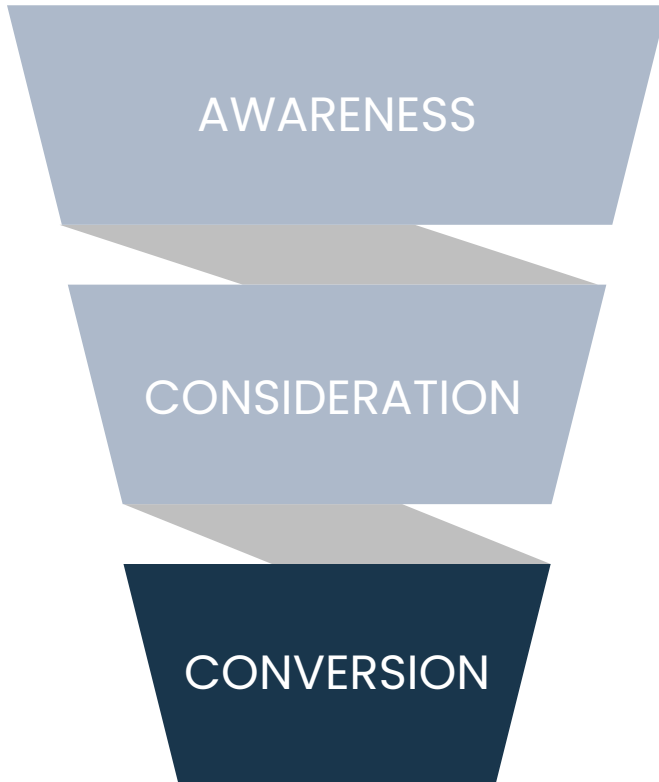
# Consideration Solutions

When brands show up during exploration, they can dislodge the initial favourite and win the sale



# Conversion Solutions

Drive action and support final decision-making



## Social Media Advertising

Reach your ideal local customer on Facebook, Instagram, and TikTok



## Google Shopping

Your ads appear when customers search for products on Google



## Search Engine Marketing

Be the first result when your potential customers are ready to convert



## Chat Solutions

Never miss a lead – answer customer questions 24/7



## Local Search (LSO)

Get found on Google Maps, Yelp, and 25+ other directories



# Trust Matters

Research shows that readers are drawn to impactful stories – good or bad – that impact their communities and nation. Advertisers gain from a presence in news environments (particularly local) as a result of a **“Trust Premium”**.

**58%**

BRAND RATING INCREASES WITH PUBLISHER TRUST

**35%**

NEWS PUBLISHERS ARE SEEN ABOVE BASELINE LEVEL OF TRUST ACROSS INFORMATION ENVIRONMENTS

**25%**

INCREASE IN BRAND LIFT RATING FROM TRUSTWORTHY ENVIRONMENTS

**16%**

ADDITIONAL LIFT FOR LOCAL NEWS PUBLISHERS AND PERCEIVED TRUSTWORTHINESS AMONG LOCAL AUDIENCES



# Integrated Solutions

Where creativity meets connectivity.

## BUNDLED SOLUTIONS

# One System. One Fee. Total Market Presence.

Stop juggling five vendors, five invoices, and five logins. Our bundles give you website, search visibility, retargeting, brand awareness, and print — all working together, managed by one team.

### LOCAL FOUNDATION

Local Visibility System

**\$229** per month

- ✓ Professional website
- ✓ Display ads and print ad credit
- ✓ Featured business profile page
- ✓ Online classified marketplace ads
- ✓ Social media content assist
- ✓ Local search listing

### GROWTH PLUS

Customer Generation Architecture

**\$468** per month

- ✓ Enhanced website
- ✓ SEO backlinks
- ✓ Display ads and print ad credit
- ✓ Business profile page & classified ads
- ✓ Online classified marketplace ads
- ✓ Local search listing

### MARKET LEADER

Market Domination Platform

**\$878** per month

- ✓ Authoritative Website
- ✓ 3 annual content campaigns
- ✓ SEO backlinks
- ✓ YouTube video advertising
- ✓ Business profile page & classified ads
- ✓ Local search listing

# Sponsored Stories

Reach audiences through a voice they trust

## Sponsored Content

Access our credentialed journalists to create tailored content that engages your target audience and promotes your brand. With control of the narrative, you can build authority, credibility, and thought leadership across multiple platforms.

## Directed Editorial

Collaborate with our editorial team to report on a topic that supports your business objectives, while leveraging our highly engaged audience. This turn-key solution offers you brand authority and the trust halo of our brands.

## Guest Blogs

Let our commercial content team make your life easier! We have over 700 writers on staff, ready to help you build out content for you.

### CONTENT



### CONTENT IN-FEED ADS



### PRINT ARTICLE-ONLY OPTIONS



### PRINT ARTICLE + AD OPTIONS



# Smarter Digital Marketing, Stronger Results.



## **SEARCH ENGINE OPTIMIZATION (SEO)**

Increase organic traffic by ranking higher in search results. Drive better website ROI, traffic, leads, and more sales for your business!



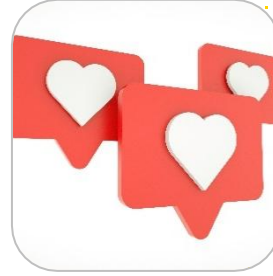
## **SEARCH ENGINE MARKETING (SEM)**

We help your business show up at the top of search results when customers are ready to buy.



## **ECOMMERCE**

Trust us to create an easy-to-use eCommerce websites and promote your inventory in real time to help you sell more online.



## **SOCIAL MEDIA ADVERTISING**

Target audiences through social channels and influence them to choose your business.



## **SOCIAL MEDIA MANAGEMENT**

We can help your business stay active, visible, and connected with your audience by planning, creating, and managing consistent content across key social platforms.



## **PLATFORMS**

Leverage high engagement platforms like digital audio, video, and out-of-home advertising to expand the reach of your brand.

# Digital Media

Explore what digital advertising with The Guardian and Postmedia can offer your brand

DIGITAL DISPLAY ADVERTISING

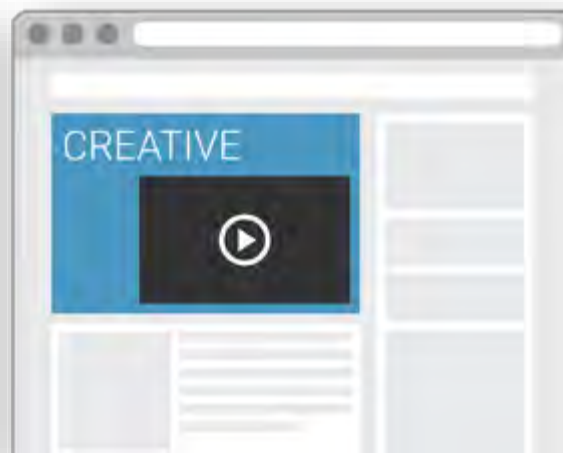
# High Impact Opportunities

Elevate your brand's visibility and captivate your audience with Postmedia's premium, attention-grabbing ads!



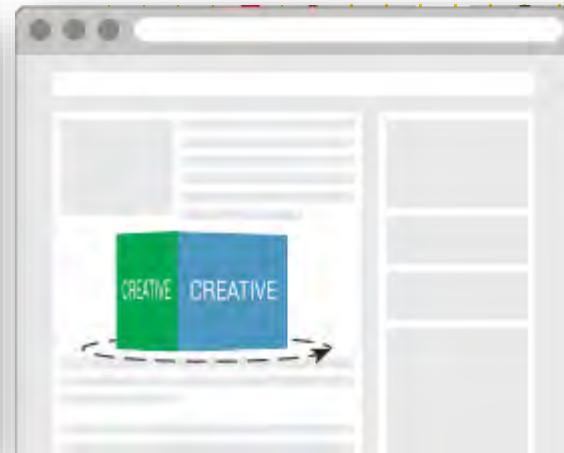
## CONVERGER

[Click here for example](#)



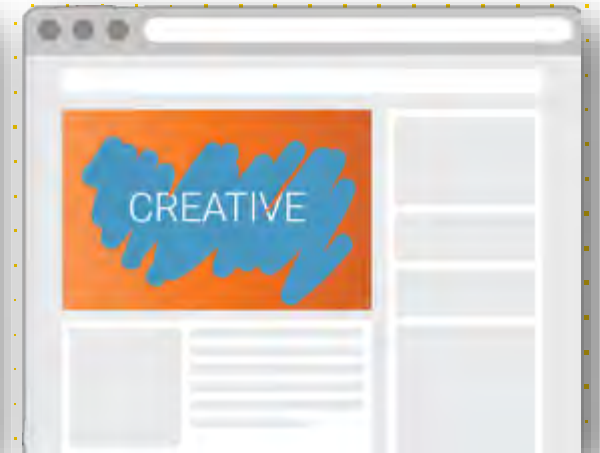
## CLIPBANNER

[Click here for example](#)



## CUBE













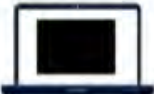








[Click here for example](#)



## REVEALER

[Click here for example](#)

# Desktop Ad Formats

DESKTOP											
STANDARD	<b>LEADERBOARD</b>  <b>728x90</b> Traditional Digital Ads optimized for horizontal scrolling.	<b>BIG BOX</b>  <b>300x250</b> Traditional Digital Ads optimized for horizontal scrolling.	<b>BILLBOARD</b>  <b>970x250</b> Traditional Digital Ads optimized for horizontal scrolling, with increased height for enhanced brand exposure.	PREMIUM	<b>XL BILLBOARD</b>  <b>1200x250</b> Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.	<b>XL LEADERBOARD</b>  <b>1200x90</b> Extra Large digital ads optimized for horizontal scrolling with increased height and width for best performance.	VIDEO	<b>PRE-ROLL IN STREAM</b>  Premium video pre-roll that plays before content. Generally found on Story pages.	<b>SQUEEZEBACK</b>  728x90, 320x50, 300x50. Unique and enhanced experience display ad banner that appears in the content of Video Player.		
											
ENHANCED AD EXPERIENCE	<b>HOMEPAGE TAKEOVER</b>  Digital ad sponsorship opportunity with ability to takeover every ad slot on a page.	<b>POINT OF ENTRY SPONSORSHIP</b>  Maximize both reach and impact with a rotational takeover capped to 1 per user per day for increased engagement.	<b>INTERSCROLLER</b>  <b>Static: 2400x1680</b> Responsive, customizable template with flexible sizing, auto height, and advanced design controls for high-converting ads on any device.	<b>MULTI UNIT SKIN (MUS)</b>  A high-impact rich media ad that wraps the webpage with animation, video, and interactive features.	<b>REVEALER</b>  Available in all standard IAB ad sizes. Adds a customizable, interactive scratchoff effect to ads for better engagement and performance tracking.	<b>CUBE</b>  Available in all standard IAB ad sizes. Engage users with a 3D rotating Cube ad featuring interactive panels, custom content, mouse settings, and unique links on each side.	<b>CLIPBANNER</b>  Available in all standard IAB ad sizes. Boost video ads with a dynamic, branded background and customizable placement for high-impact delivery.	<b>CONVERGER</b>  <b>2400x1680</b> <b>Optional top layer: 600x500</b> Sliding-door ad unit featuring full-screen animated layers, optional video, adjustable timing, and separate click throughs before fading back to a program base ad.			
											

For complete digital and/or print specifications, refer to our [client resources](#).

# Mobile Ad Formats



# Print Media

See how print advertising with The Guardian and Postmedia can enhance your brand

# High Impact Advertising

Elevate your exposure in the most impactful way with high impact print solutions like our 100% SOV high-impact front cover, double page spread, or sponsored content!

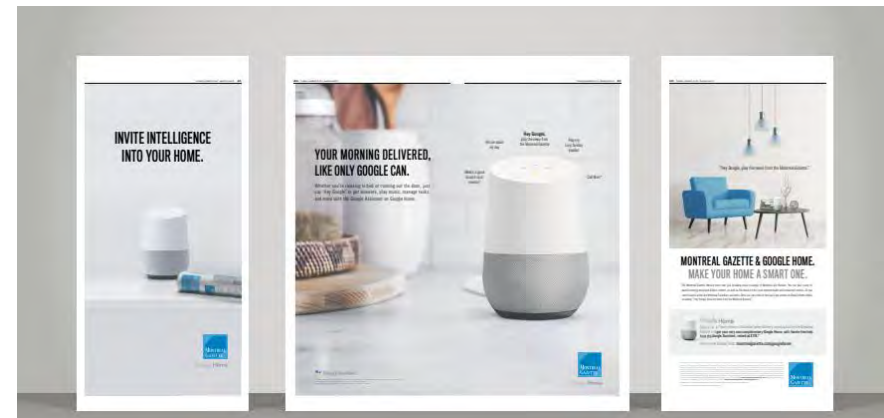
## Front Page Wrap

Be the first message that a reader sees with powerful impactful. Available in various formats as 2 or 4 pages.



## Double Page Spread

Stand out with an exclusive 4 page mini-section inside the paper. This impactful execution offers a large canvas to creatively convey your marketing message.



# Print Ad Positions

## Broadsheet

### TAKE OWNERSHIP - WRAP

For complete Wrap specs and details see ["Special Ad Executions"](#)

MASTHEAD



9" w X 16.143" h  
8 X 226

STYLING



9" w X 16.143" h  
8 X 226

STYLING



9" w X 15.883" h  
8 X 222

IBC  
INSIDE  
FRONT  
COVER



9" w X 19.571" h  
8 X 274

IBC  
INSIDE  
BACK  
COVER



9" w X 19.571" h  
8 X 274

OBC  
OUTSIDE  
BACK  
COVER



9" w X 19.571" h  
8 X 274

### IN THE SPOTLIGHT

DOUBLE  
PAGE



19" w X 19.571" h  
17 X 274

DOUBLE  
1/2 PAGE



19" w X 9.714" h  
17 X 136

FULL  
PAGE



9" w X 19.571" h  
8 X 274

1/2  
HORIZONTAL



9" w X 9.714" h  
8 X 136

CROSS  
TABLOID



9" w X 8.571" h  
8 X 120

COVER LUG



2.1563" w X 2" h  
2 X 28

AVAILABLE IN  
COMMUNITY  
PUBLICATIONS  
ONLY

### GET RESULTS

HORIZONTAL  
SPOTLIGHT



9" w X 5" h  
8 X 70

HORIZONTAL  
FEATURE



9" w X 4" h  
8 X 56

BANNER



9" w X 2.5" h  
8 X 35

TICKER



9" w X 0.5" h  
8 X 7

1/2  
VERTICAL



4.4375" w X 19.571" h  
4 X 274

SKYSCRAPER



4.4375" w X 8.571" h  
4 X 120

### FUNDAMENTALS

POSTCARD



4.4375" w X 5" h  
4 X 70

HALF  
ISLAND



4.4375" w X 4" h  
4 X 56

BUSINESS CARD



4.4375" w X 2" h  
4 X 28

VERTICAL  
FEATURE



2.1563" w X 4" h  
2 X 56

TEASER



2.1563" w X 2" h  
2 X 28

# What's it like to work with Postmedia Solutions?

**"IN OUR EXPERIENCE WORKING WITH THE POSTMEDIA DIGITAL TEAM, THEY HAVE PROVEN TO BE VERY PROFESSIONAL AND KNOWLEDGEABLE IN THE DIGITAL SPACE."**

"They are a results driven team who monitors key metrics to test and optimize results. We have a long-standing relationship with Postmedia as a provider of print media advertising. Since January 2020, we have a new relationship with Postmedia as our partnership for digital media. Postmedia has proven to be a strong partner for us in this space."

Katie Reusch  
Director, Omni-Channel  
Marketing & Communications  
Birks

MAISON  
**BIRKS**  
EST. 1879

**"ACHIEVING EXPANSIVE AUDIENCE REACH WITH POSTMEDIA IN ONTARIO AND ENGLISH QUEBEC."**

"Postmedia executed numerous campaigns to drive sales and conversions for Air Transat, resulting in over 16.4 million digital impressions, almost 83% video completion rate, 43,000+ clicks, 0.26% average CTR, and 94% viewability."



**"INSPIRING WINTER TRAVEL TO QUÉBEC CITY WITH SPONSORED CONTENT AND STRATEGIC AMPLIFICATION"**

Destination Québec Cité's winter tourism campaign outperformed industry benchmarks across every channel. With highly engaging content, efficient native and display placements, and social results, Postmedia helped convert travel inspiration into real intent from Canadians.

The article "How to spend 48 hours in Québec City this winter" earned 12,700+ views with an average attention time of 4 minutes 35 seconds."

Destination  
**QUÉBEC**  
cité



# Let us deliver impactful results for you!

Contact us at:  
[sales@postmedia.com](mailto:sales@postmedia.com)

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