

THE TV WATERCOOLER



MEDIA KIT

The TV Watercooler is a trusted Canadian source for television news and previews, covering daytime soap operas, primetime hits and late night talks shows.



Initially launched as an independent blog in 2008, the site transitioned as a featured blog on Postmedia's Dose.ca from 2009 until 2012 when it relaunched at *TheTVWatercooler.com*.

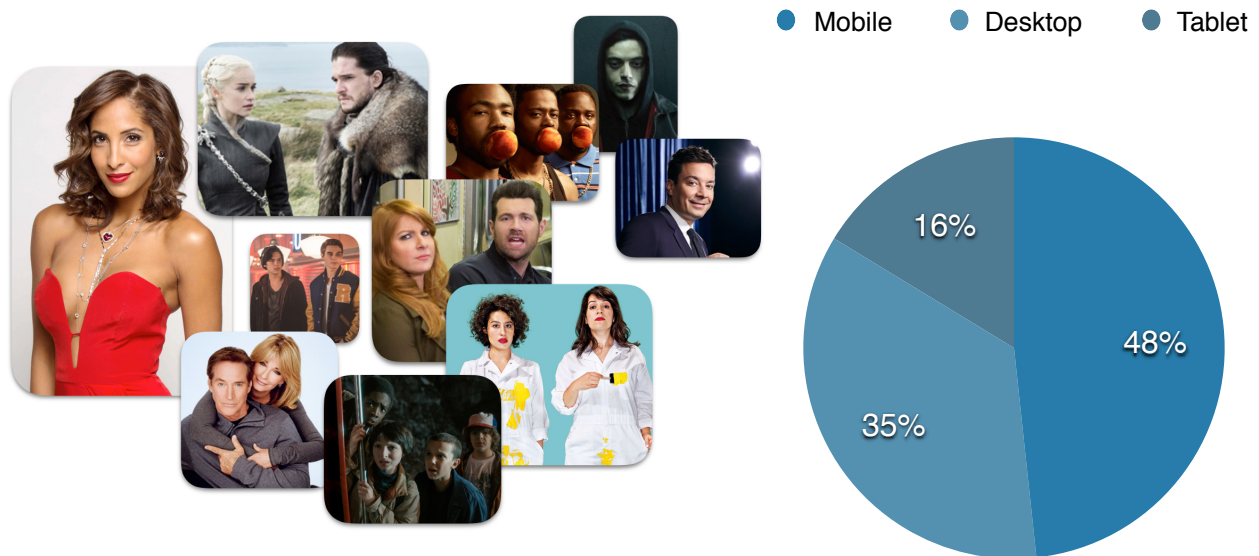
Over the nine years online, *The TV Watercooler* has covered leading Canadian entertainment events such as the MuchMusic Video Awards, the Canadian Screen Awards, JFL42, Fan Expo, and the Juno Awards.

Although Canadian, the blog has cultivated a global readership as it reaches fans across different television genres thanks to its exclusive interviews with leading stars of high profile programs, including *Orphan Black*, *Big Brother* and *The Young and the Restless*.

The TV Watercooler has fostered a strong working relationship with all Canadian broadcasting networks (CBC, CTV, City & Global TV) as well as speciality channels (including HBO Canada, MTV, Much, Showcase, Slice and Space). We've worked closely to help launch and promote new and existing series and specials through the website and across social media.

Key Facts:

- *The TV Watercooler* averages 22,000 page views a month
- 25% of our audience is aged 25 to 34, 22.5% of our audience is made up of 35 to 44 year-olds while 19.3% of our audience is between the ages of 45 to 54.
- 48.3% of our audience visits through a mobile device. Desktop visits account for 35.4% of our audience while 16.3% of readers visit through tablet.



With strong organic growth thanks to the promotion across social media, word of mouth and SEO, *The TV Watercooler* can provide you and your organization highly visible ad placement. Options include “skyscraper” format (120 x 600) or Right Rail Big Box (300 x 250).

If you are interested in amplifying your brand or product by promoting it on *The TV Watercooler* through a sponsored post. Our team will work with you to custom-tailor a story or piece of content that fits right for your business, campaign, product or event. We can work together to increase your brand’s awareness, promote your event, or increase online engagement.

Contact us for pricing and more information:

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