

TAPROOT EDMONTON

Media Kit

Taproot Edmonton is the most reliable source of intelligence about what's happening in the Edmonton region. It is the flagship publication of Taproot Publishing, an Edmonton-based media company that seeks to help communities understand themselves better.

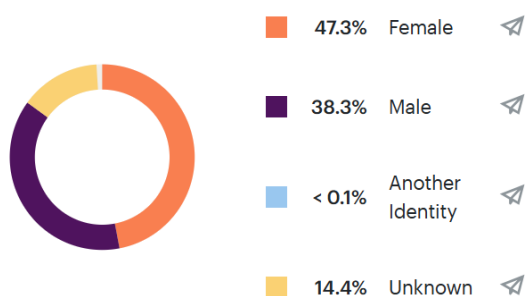
Taproot publishes original stories, curated newsletters, and local podcasts, as well as a robust and comprehensive events calendar. This work is available for all to see (i.e. without a paywall) online. We only sell advertising and sponsorship in our email newsletters and on our podcasts, however, so this media kit focuses on who you will reach in those intentional, non-algorithmic spaces.

Who does Taproot reach?

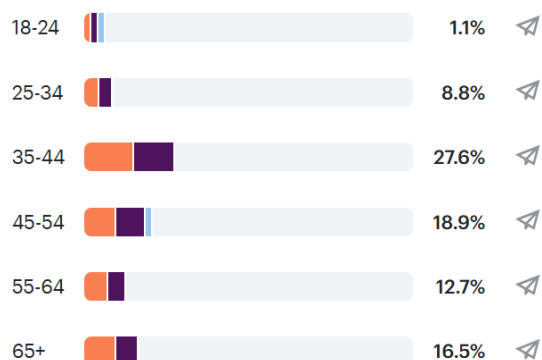
Most of our readers and listeners live in the Edmonton metropolitan region. The few who don't live here likely have close ties, given the intensely local nature of what we publish.

Here's what Mailchimp says about the demographics of our overall newsletter audience:

Gender

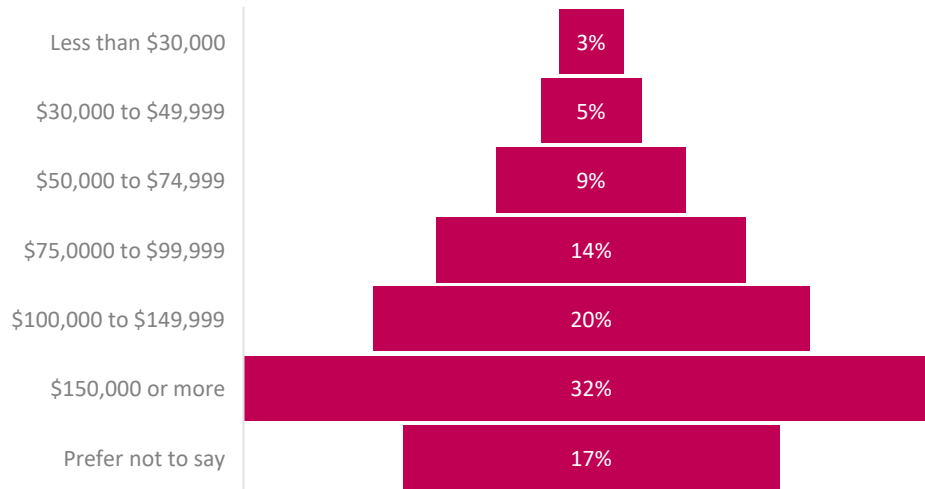


Age Range

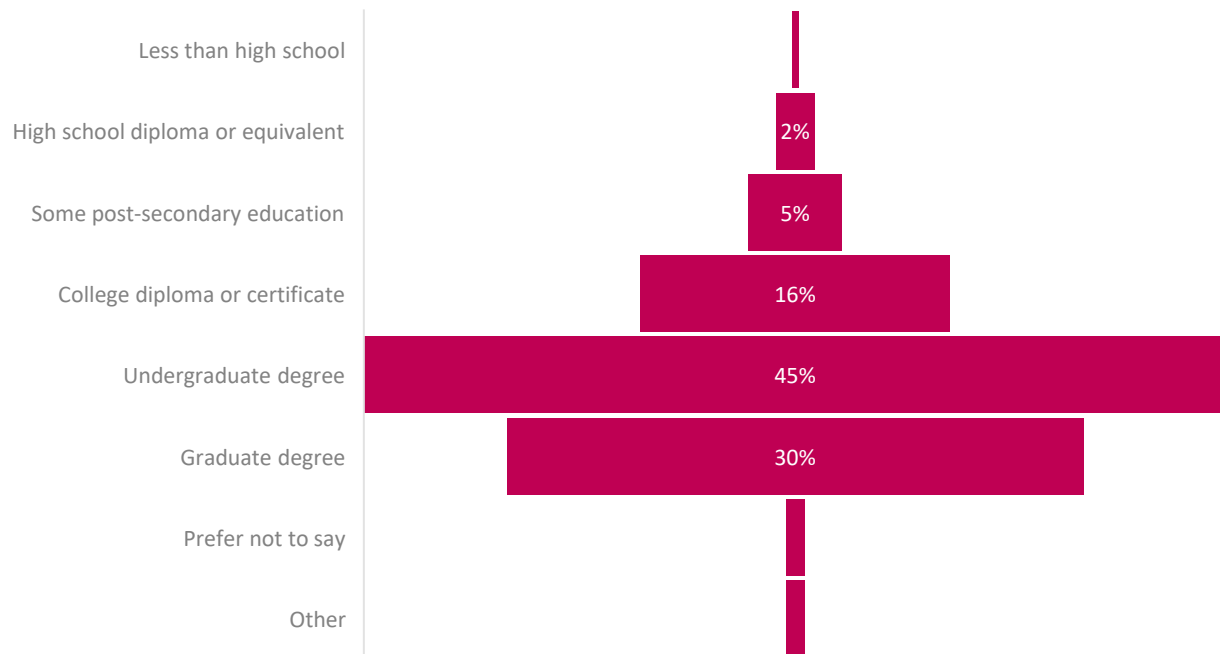


A survey answered by about 800 readers in early 2025 reveals a bit more:

What is your total annual household income?



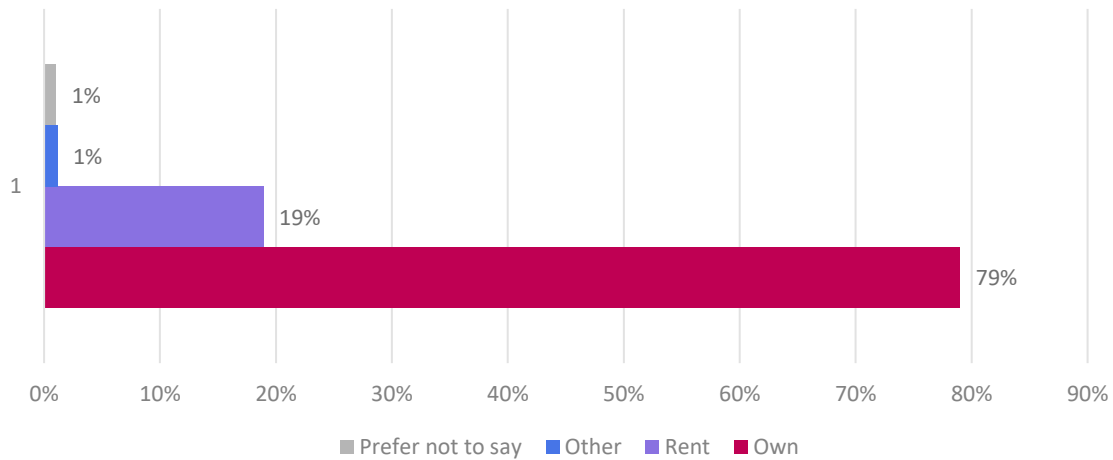
What is the highest level of education you have completed?



Other findings:

- If given a choice between a local product and a non-local one, 76% would pay slightly more for the local one, and 15% would pay significantly more.
- 82% have dined in a local restaurant in the past month.
- 76% have bought something from a locally owned business in the past month

Do you rent or own the home where you live?



How do they interact with us?

Here's a look at Mailchimp's performance metrics for Q4 2024:

Monitor performance [🔗](#)

Oct 1, 2024 - Dec 31, 2024 • Compared to audience averages • Includes Apple MPP

Total sends

384,368

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Open rate

57.3%

↑ 14.3%

Click rate

8.6%

↑ 4.1%

Unsubscribe rate

0.04%

↓ 32.7%

Our open rate is consistently high, even though our list has grown significantly since we introduced our first regular newsletters in 2018. These open rates exceed industry averages by a significant margin.

How does our audience feel?

Some findings from our 2025 survey:

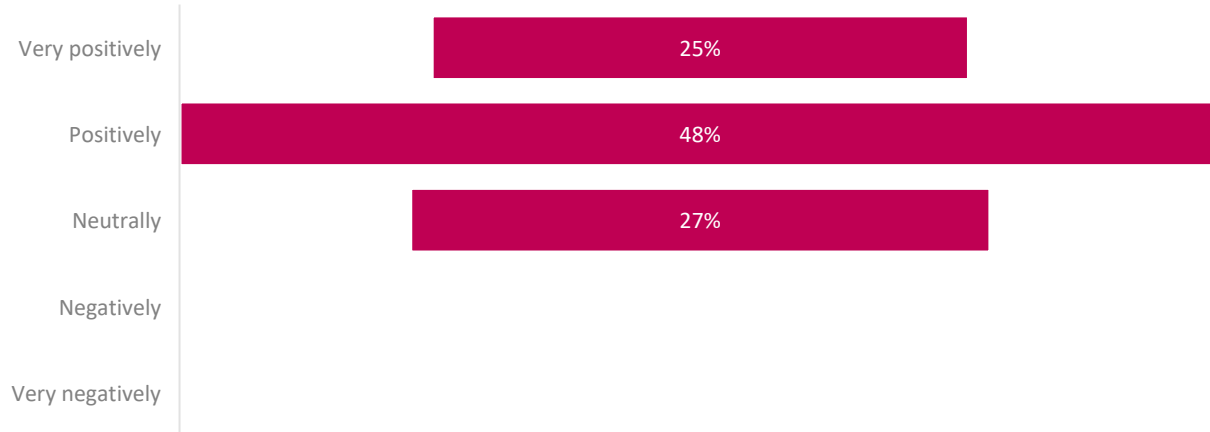
- **95%** say Taproot helps them be engaged citizens
- **87%** say Taproot makes them think
- **87%** say Taproot pays attention to things they care about
- **82%** say Taproot gives them something to talk about
- **78%** say Taproot provides information they can't find elsewhere
- **77%** say Taproot helps the Edmonton region work better

What do we publish?

Publication	Description	Cadence	Audience
<u>The Pulse</u>	Our flagship newsletter, with original stories, news summaries, a lookahead to events, and tidbits like the weather and sports scores	Weekdays	4,600/day
<u>Tech Roundup</u>	Updates on tech and innovation of interest to startup founders, investors, tech leaders and employees, researchers, accelerator staff, service providers, and others	Tuesdays	1,200/week
<u>Food Roundup</u>	Updates about Edmonton's food scene for restaurant patrons, festivalgoers, and home cooks, as well as those interested in the food- and agriculture-related businesses	Tuesdays	1,100/week
<u>Regional Roundup</u>	Updates about regional economic development and what's going on in the municipalities that surround Edmonton	Wednesdays	1,000/week
<u>Health Innovation Roundup</u>	Updates about what's going on in life sciences, health, and biotech, as well as social innovation	Wednesdays	700/week
<u>Arts Roundup</u>	Updates about the local arts scene, such as visual arts, music, theatre, dance, books, film, and video games	Thursdays	1,500/week
<u>Events Roundup</u>	Listings of upcoming events drawn from the Taproot Edmonton Calendar	Thursdays	600/week
<u>Business Roundup</u>	Updates on economic development, SMBs, real estate, government decisions affecting business, and what Edmonton's publicly traded companies are up to.	Fridays	1,200/week
<u>Speaking Municipally</u>	A weekly podcast about civic affairs, accompanied by a newsletter containing the show notes and sponsor messages	Fridays (podcast) and Saturdays (newsletter)	1,000 downloads per episode; 600/week for newsletter

What do we offer sponsors and advertisers?

How do you feel about businesses and organizations that sponsor Taproot's newsletters?



Attention-rich environments: We are not blasting readers with interruptive display advertising that has them reaching for their ad-blocker. We share messaging prominently but respectfully in products that our readers and listeners opt into.

Brand safety: Everything we publish is motivated by a desire to inform and connect people in the Edmonton region. We have no incentive to spike page views with "if it bleeds, it leads" coverage. We simply equip readers and listeners with useful information.

High-calibre peers: Taproot attracts partners who want to reach Edmonton's smartest, most engaged people. Their messages will never end up in the vicinity of "One weird trick to get rid of belly fat"-type ads.

Human work: While we use AI to help us efficiently gather some of the information we share every day, we have humans in the loop every step of the way. Taproot's sponsors and advertisers will never find their brands nestled in a pile of [pink slime journalism](#).

How do we serve advertisers and sponsors?

Taproot offers advertising for clients with specific calls to action, as well as sponsorship opportunities to help build brand awareness. Of course, CTA campaigns also build awareness, and sponsorships can result in direct action, but we try to be aware of what is best suited to deliver the result the client seeks.

Advertising

This is a good fit for those who want to promote a specific call-to-action or use Taproot to distribute a message to a receptive audience.

We recommend bundling ads in The Pulse (reaching our largest audience) with roundup and/or podcast ads (reaching more specialized audiences). This will reach the greatest number of the right people in the most powerful way. Discounts are available on bulk buys for a single campaign or year-long engagements with clients planning multiple campaigns. Organizations with business memberships in Taproot also qualify for discounts.

Offering	Display	A la carte pricing
Ad in The Pulse	<ul style="list-style-type: none"> An image, about 50 words of explanation, and a link to the place where the reader can buy tickets, sign up, or learn more Logo and link in the header of The Pulse Exclusive spot E.g. City Bird vote ad 	\$200
Roundup ad	<ul style="list-style-type: none"> An image, about 50 words of explanation, and a link to the place where the reader can buy tickets, sign up, or learn more Maximum of two ads per roundup E.g. Trade Accelerator Program and Inventures ads in the Business Roundup 	\$150
Podcast ad	<ul style="list-style-type: none"> Host-read ad or a pre-recorded spot Call to action also conveyed in newsletter with an image, text, and link Maximum of two ads per episode E.g. Inventures ad on Speaking Municipally 	\$250

Sponsored content in The Pulse	<ul style="list-style-type: none"> • Content by or about the advertiser, integrated into The Pulse • Includes image and call to action • Exclusive spot <p>Types:</p> <ul style="list-style-type: none"> • Ready-made: Copy provided by the client, with minor edits to conform to Taproot's style. <ul style="list-style-type: none"> ○ E.g. Alberta Catalyzer spot • Modified: Taproot edits previously published material, approved by the client. <ul style="list-style-type: none"> ○ E.g. ATB Economics spot • Custom: Taproot researches and writes an original piece, suggested and approved by the client. <ul style="list-style-type: none"> ○ E.g. Edmonton Global "Trade Heroes" spot 	\$250 to \$500
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Sponsorship

This is a good fit for those seeking to increase brand awareness. Our sponsors make it possible for Edmontonians to be more informed about topics that are important to them.

Offering	Display	Investment
Roundup title sponsor	<ul style="list-style-type: none"> • Logo and link in the header of every edition (48/year) • Message block in the footer • Logo and link at the top of the Roundups page of Taproot's website • Exclusive spot • E.g.: Business Roundup, sponsored by CPA Alberta 	\$7,500 per year
Roundup cultivator	<ul style="list-style-type: none"> • Logo and link in the sponsor block of every edition (48/year) • Mention at the top of first edition • Logo and link at the bottom of the Roundups page of Taproot's website • E.g.: Tech Roundup sponsors block 	\$1,500 per year

Logos and ads display responsively depending on whether they appear on the web, on mobile, or in email, and they look good in both light and dark mode.

Interested? Let's talk!

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