

Sponsorship

TAPROOT
EDMONTON

Effective: **August 2026**

Contact: hello@taprootpublishing.ca

Taproot Edmonton delivers reliable intelligence about the Edmonton region. We help sponsors build awareness and strengthen their brand by supporting trusted products that people deliberately choose and value.

For more information about Taproot's advertising and sponsorship opportunities, including details about our audience and approach, please see [our full media kit](#).

Sponsorship rates

Choose from year-round and weekly sponsorship opportunities. Sponsorship is clearly identified, and Taproot retains full editorial independence.

Sponsorship	What it offers	Rate
Roundup title	A strong, exclusive association with a topic and the audience that cares about it	\$7,500/year
Roundup Cultivator	Recurring recognition for supporting coverage readers value	\$1,500/year
Pulse element	High-frequency association with a recurring feature readers use and enjoy	\$750/week

Rates are in Canadian dollars. GST not included.

About our audience

Taproot reaches people who deliberately choose to stay informed about the Edmonton region. They come to us to understand what's happening, get oriented, and stay connected to the community they call home.

Our audience is deeply engaged with the region. According to our 2026 audience survey, **90%** feel informed about what's happening here, **88%** feel connected to the region, and **73%** have lived here for more than 20 years. Our newsletters average an open rate of about **55%**.

<https://edmonton.taproot.news/>

What you can sponsor

Each Taproot product serves a distinct audience need, from getting oriented each morning to keeping up with a particular topic. Sponsorship gives your organization an ongoing association with the products readers deliberately choose and value.

Product	Cadence	Subscribers	Helps readers
The Pulse	Weekdays	5,600	Get oriented to what matters across the Edmonton region each weekday.
Tech Roundup	Tuesdays	1,200	Keep up with technology, startups, research, and innovation.
Food Roundup	Tuesdays	1,200	Discover what's happening in the food scene, from restaurants and events to food and agriculture businesses.
Regional Roundup	Wednesdays	1,000	Understand the communities, decisions, and economic developments shaping the region.
Health Roundup	Wednesdays	750	Keep up with developments in life sciences, health, biotech, and social innovation.
Arts Roundup	Thursdays	1,600	Discover what's happening across the arts and cultural scene.
Events Roundup	Thursdays	900	Find interesting things to do.
Business Roundup	Fridays	1,200	Understand the businesses, developments, and decisions shaping the economy.

Subscriber figures as of August 2026

How sponsorship works

Sponsorships are generally structured as longer-term partnerships, with clear and consistent recognition throughout the term. Recognition may include logo placement, sponsor acknowledgements, links, and other recurring visibility.

Taproot retains full editorial independence. Sponsors can also add advertising or sponsored content when they want to communicate a specific message, promote an initiative, or tell their own story.

Sponsor materials

Sponsors should provide a high-resolution logo, preferably in both light and dark versions, along with the URL they would like us to link to. Materials must be provided at least 48 hours before the sponsorship begins.

For the most up-to-date requirements, please [visit our website](#).

Conditions

Sponsorship is subject to availability and approval. Taproot reserves the right to decline sponsorships that are not a fit for our audience, standards, or brand. Sponsorship does not influence Taproot's editorial decisions or coverage.

Reporting

Sponsor reporting may include available metrics such as editions published, sends, opens, clicks, and other relevant audience or engagement data.

Get started

Contact Mack Male at mack@taprootpublishing.ca or 780-619-3864 for availability and to discuss your needs. Or schedule a call: <https://calendly.com/mastermaq>