

VILLAGE media

Ontario network

VILLAGE media

Northern Ontario

North Bay

BayToday.ca

Elliot Lake

ElliotLakeToday.com

Sault Ste. Marie

SooToday.com

Sudbury

Sudbury.com

Timmins

TimminsToday.com

Southern Ontario

Aurora

AuroraToday.ca

Barrie

BarrieToday.com

Bradford

BradfordToday.ca

Burlington

BurlingtonToday.com

Cambridge

CambridgeToday.ca

Collingwood

CollingwoodToday.ca

Dundas

DundasToday.com

Elora & Fergus

EloraFergusToday.com

Flamborough

FlamboroughToday.com

Guelph

GuelphToday.com

Halton Hills

HaltonHillsToday.ca

Innisfil

InnisfilToday.ca

Midland

MidlandToday.ca

Milton

MiltonToday.ca

Newmarket

NewmarketToday.ca

Niagara-on-the-Lake

NOTLLocal.com

Oakville

OakvilleNews.org

Orillia

OrilliaMatters.com

Pelham

PelhamToday.ca

Stratford

StratfordToday.ca

Thorold

ThoroldToday.ca

Toronto

TorontoToday.ca

More Publications

Northern Ontario Business

Northern Ontario editorial content & business news

ParliamentToday

Coverage of federal parliament

The Trillium

Ontario's coverage of politics & policy-making

Village Life

Curated guide to living your best Ontario life

Village Report

Canada's national news aggregator



Our collaborative partner network:



Our commitment to journalism and the industry:



Canadian

Glacier Media

Harvard Media

Great West Newspapers

Dougall Media

Sarnia Journal

Village Media (O&O)

United States

BKReader

Grice Connect

Local Profile

Village Media (O&O)

Today, Village Media defines
ourselves as a **community
impact organization.**

Our mission is to **strengthen
the communities we serve.**

We believe that a reach and advertising supported model is the right answer for *local communities*.

As a Community Impact Organization, mass audience reach and the alignment of the business community means that we have the most potential to positively impact our communities. And to truly strengthen a community, we believe that **news should be accessible to everyone.**



L-R: Josh Prior, GuelphToday; Isabel Buckmaster, GuelphToday; Liz O'Donnell, GuelphToday; Carolyn McLeod-McCarthy, Managing Director at Guelph Food Bank; Santana Bellantoni, GuelphToday; Justin Gillan; Mac Sinclair, GuelphToday; Mike Johnston, CambridgeToday

2024 GuelphToday Cares: Food Drive Match Initiative

Supporting Guelph Food Bank

Thank you to our partner, [Market Fresh](#)

[Stone Accounting](#)

[Air Wave Heating & Cooling](#)

There are five pillars of Village's model:



Inform



Connect



Grow



Support



Empower

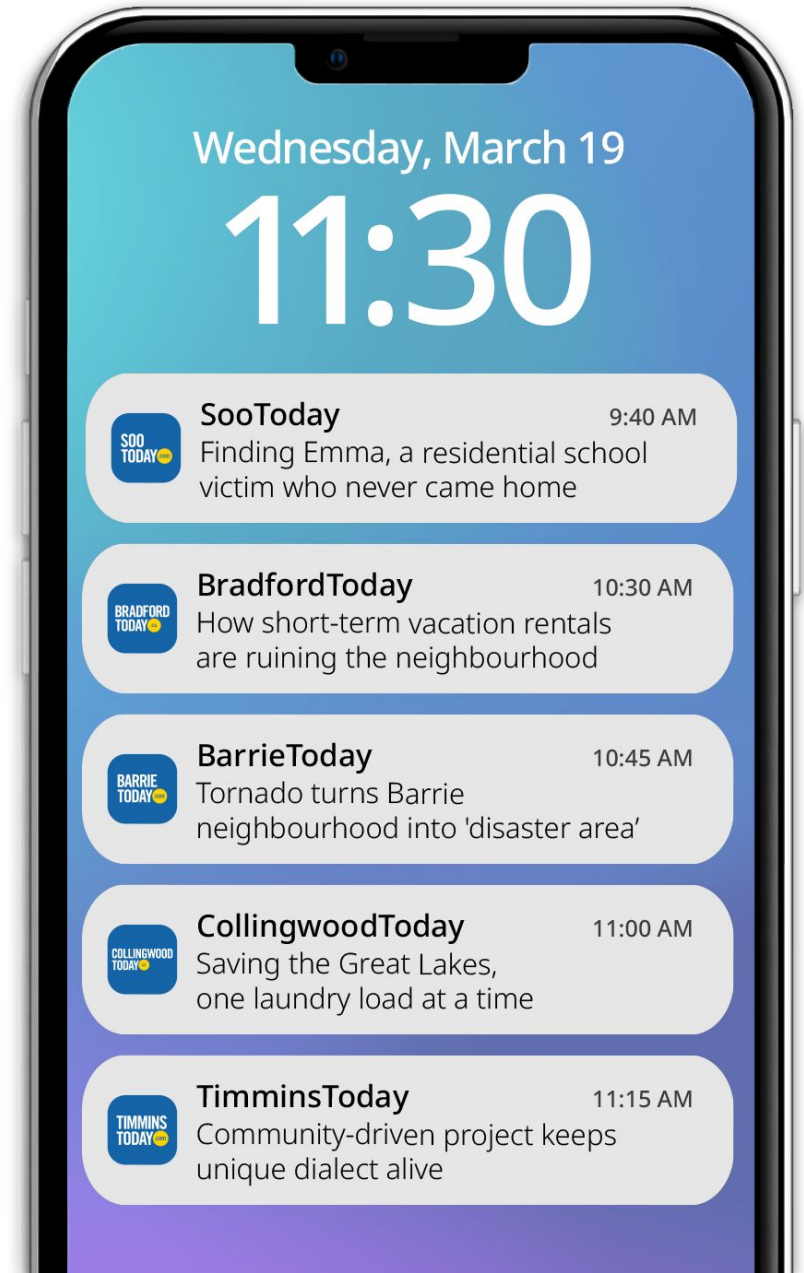
1. Inform

Local news and community information is the foundation of our content mix and connection to our communities.

- **Service journalism**, from weather to events, it builds a community's shared reality
- **Watchdog journalism** to identify the community's challenges

Reported with humility, empathy, and impartiality.

100+ full-time journalists & editors, plus 100+ freelance journalists across 27 communities covering: city council, court, crime, education, healthcare, obituaries, events, weather and the local issues that matter to our local readers.



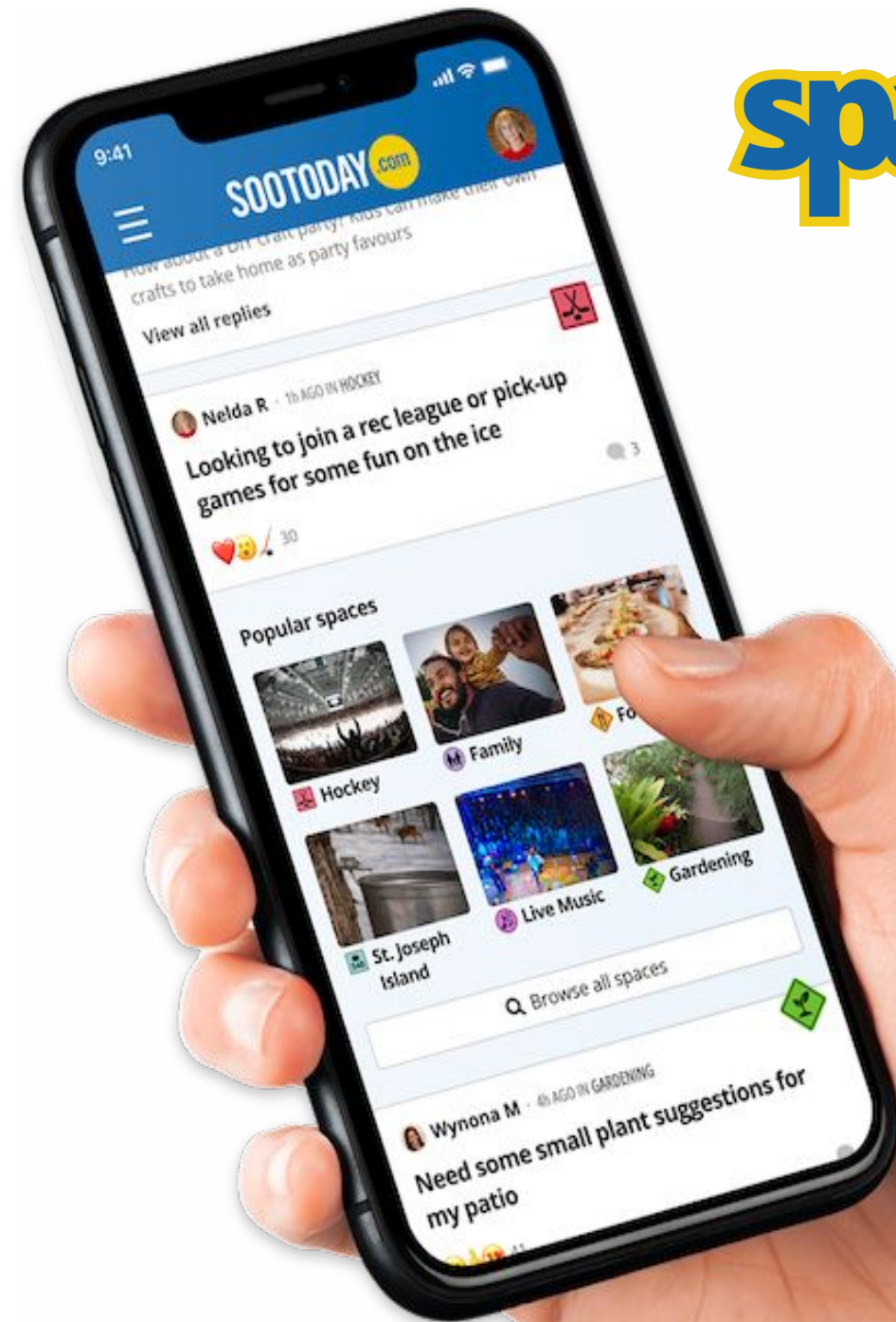
2. Connect

We built our own locally-focused, safe and informative community interest platform from the ground up: **SPACES**.

40% of our readers no longer use Facebook, and the majority of those who still do are unhappy with the experience.

Our aspiration is to displace Facebook Groups and NextDoor at the community level

spaces



3. Grow

Approximately 70% of our revenue comes from local businesses, 20% programmatic, and 10% reader revenue/classifieds/licensing.

Village helps our community obtain the information they need from the businesses who serve them.

Business “subscribe” to Village products because we get them access to the community and market they serve.



How we grow

A diversified product mix is a requirement for local news sustainability.

Community Leaders Program

Village's signature sponsored journalism program.

Village Gold (Community HUB)

(Business directory, profiles, listings, auctions, reader favourites)

Display Advertising

Email Advertising · Sponsored Content

Video Advertising · Market Research



4. Support



Our **CARES** division oversees a number of community-support initiatives in each of our markets.

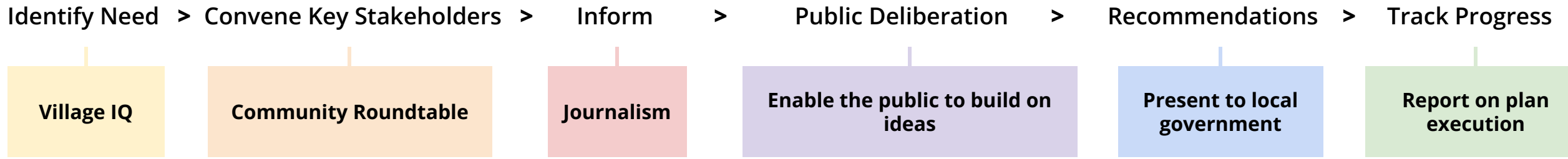
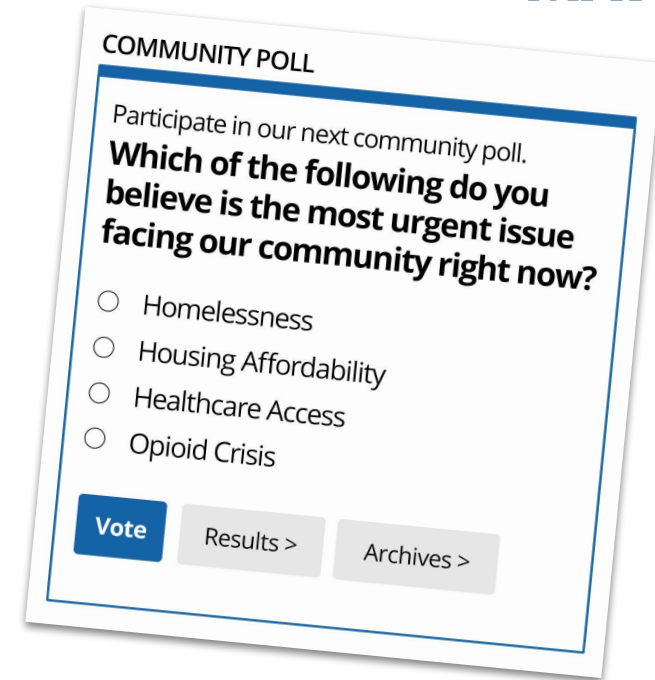
Through local sponsorship and fundraising, we **contribute hundreds of thousands of dollars annually** in either in-kind or cash contributions.

- Community Builder Awards
- Random Acts of Kindness
- GoodWorks Match Initiatives
- GoodWorks Grants
- GoodWorks Features



5. Empower

Village stimulates **real, positive change** in our communities through our new **Community Impact Protocol**, our **Community Advisory Boards** and our **Community Conversations**.

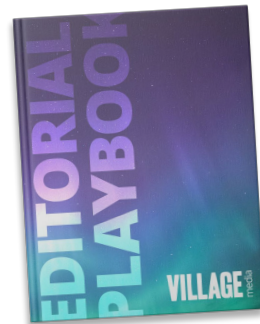


Engineering the future of sustainable local journalism

Village has built and refined playbooks that set the standard for community publishing.



Community launch protocol & checklist



Editorial playbook
(50 pages)



Sales playbook
(100 pages)



Community Health Check



Detailed audience metrics & business model metrics



Community impact protocol
(in pilot)

**THE
COMMUNITY
MODEL**

Our North Star Metric

Village Media has developed a data-driven, audience-first model that ensures high reader loyalty, deep local penetration, and a sustainable digital news business - put simply:

Target: 25% of a city's population as daily readers

We get there by:

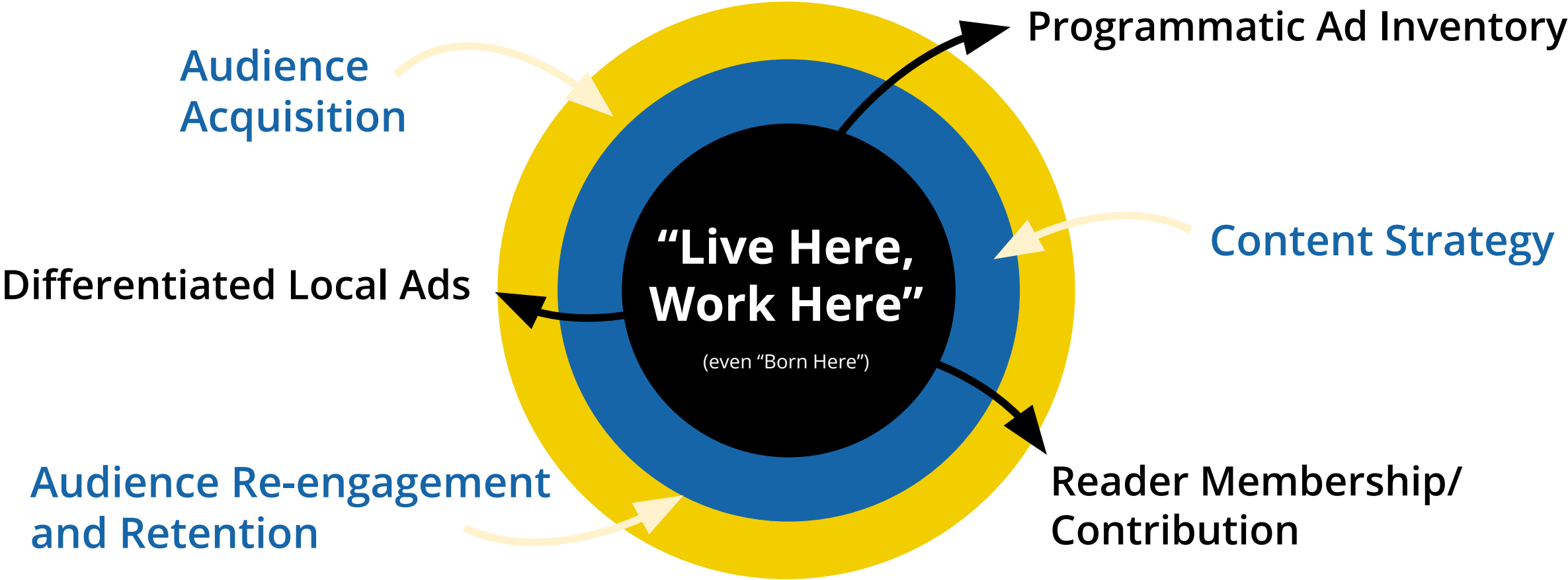
- Maintaining an editorial:population ratio of 1:15,000 (less in large markets);
- Delivering an appropriate scope and cadence of coverage including peripheral content (obituaries, comics, weather, classifieds, events, etc.)
- Implementing paid marketing programs and audience acquisition tactics to get 25% of the local population to become email subscribers (and formerly Social media followers)

The Community Model

A structured path to local news sustainability



How we monetize a reach-based audience



**WHY SERVICE
JOURNALISM
WORKS**

Never underestimate the "boring" stuff. The weather report brings them in; the investigative piece keeps them there.

FIRST: What is it?

Events

Traffic / Roads

Weather

Business Openings
and Closures

Education / Schools

Police

Housing / Real Estate

Employment / Jobs

Public Services /
Government

Elections

Charities /
Non-Profits

Neighbours

Why it works for us?

- It attracts large, repeatable audiences by answering practical daily needs
- It expands reach beyond core news readers to include casual users who may not otherwise visit a local news site regularly

Why it works for us?

- It performs well in search and social because people actively look for useful, timely, local information
- It creates habit by giving readers a reason to return frequently
- It allows us to drive an efficient centralized news desk operation

Why it works for us?

- It brings in high-intent traffic that is valuable to advertisers
- It strengthens Village Media's role as an essential local utility, not just a source of headlines

AND: it comes at a much lower cost than a sole focus on original reporting.

For example:

Village Media - O&O Pageview breakdown:

All Articles = 37%

Service journalism (rewrites of weather, crime, etc.) = 15%

Original Journalism = 22%

This requires 100 full time journalists + 100 freelancers

Home page / index pages / classifieds / weather / other peripheral pages = 41%

Obituaries = 22% (with 2 full time staff)



Hyperlocal

Not the next global network, SPACES is highly localized

Passion-focused

No inflammatory subjects, focused on making community connections

Local hosts

Local, known and knowledgeable. Journalists and non-journalists host SPACES.

Deeply connected to local news

News and SPACES posts flow seamlessly between the environments

Event Integrated

SPACES is holding real-world meetups

"SAFE"

Higher degree of account validation, higher degree of CARE.

Business-ready

Connects with our Village Gold program and display advertising

Custom notifications by email, app, and on web

AI's Role

With respect to service journalism, Village uses AI to:

Monitor and evaluate the “information ecosystem” of the community

Quickly analyze large documents and data sets (city council agendas)

Assist with light editing, story angles and more

Help generate polls and initiate comments

Moderate discussion

Deeply analyze results

WHAT NEXT?

The Community Operating System

Every community is alive with knowledge, debate, and generosity — but that intelligence is scattered across articles, council minutes, in-person meeting, message boards, social feeds and more.

Village Media will build the world's first Community Operating System (COS): a living civic infrastructure that connects journalism, conversation, and participation.

VILLAGE media