



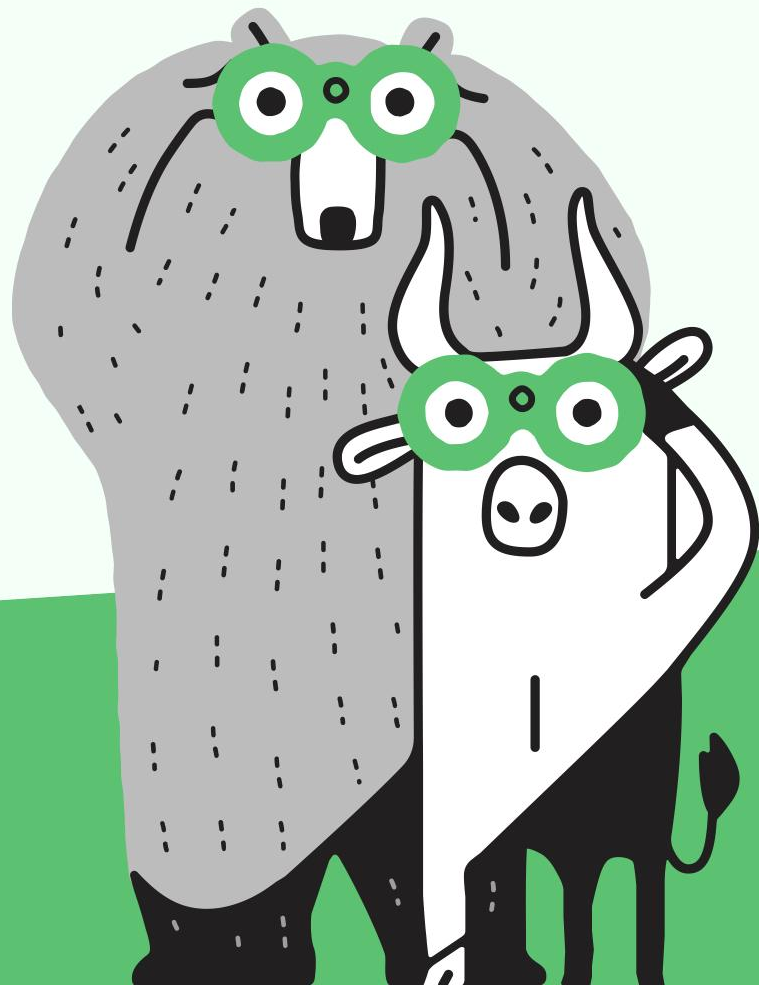
The Peak
CANADA'S BUSINESS

Media Kit



Canada's never boring business news

The Peak helps modern business leaders get smarter, faster on what matters with fun, fast and jargon-free content.



The Peak
CANADA'S BUSINESS

OUR SUPERPOWERS

The Peak delivers content differently



Unique tone & voice

Everything we do is witty, fun & concise.



Speedy delivery

Everything you need to know packaged in bite-sized formats.



High value audience

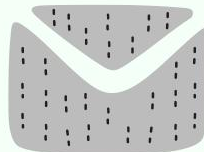
Everyday, hundreds of thousands of affluent Canadian young professionals consume our content.

2M+ monthly reach

**That's why we're Canada's
fastest growing media brand.**



500k
monthly video views



192k
inboxes



120k
monthly earbuds

The Peak Daily Newsletter

Making business, finance, and culture news actually enjoyable.



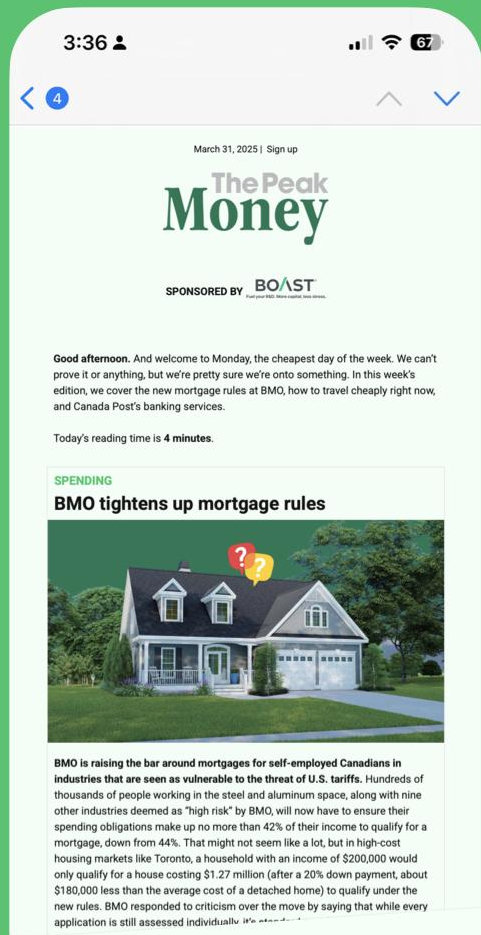
136k+
subscribers

48%
average open rate
2.5x industry avg.

6.4%
Average clickthrough rate
3x industry avg.

The Peak Money Newsletter

Helping Canadians get smarter about their money every Monday.



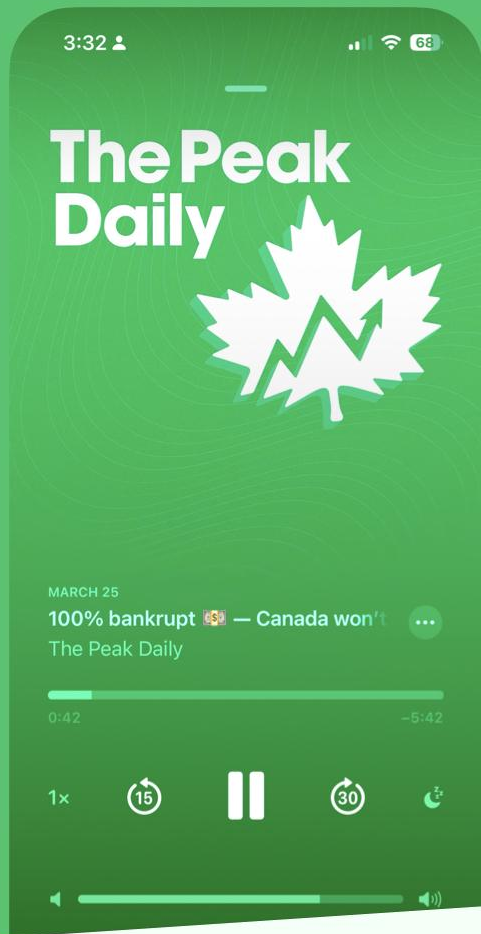
41k+
subscribers

52%
average open rate
2.5x industry avg.

6%
Average clickthrough rate
3x industry avg.

The Peak Daily Podcast

The Peak Daily cuts out all the fluff and jargon and brings you the Canadian business stories you need to know every morning in 10 minutes or less



15K+
monthly downloads

Social with substance

We form deep connections with our audience of Canadian business leaders on social channels, transforming our audiences into communities



4.1k+
subscribers



48k+
subscribers



8.6k+
subscribers



41k+
subscribers

Vertical video reigns

We reach millions of Canadians through fast and fun one-minute vertical videos on Instagram Reels, TikTok, and YouTube Shorts.



1,
000,
000+ views on TikTok

The largest audience on TikTok and Instagram of any Canadian business publication.

Who we speak to

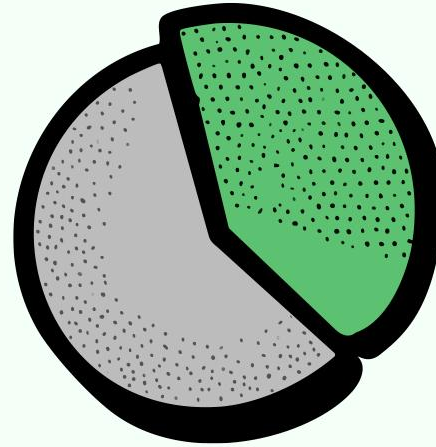
**Our audience is
hundreds of thousands
of affluent Modern
Canadian Business
Leaders.**



Our audience

We speak with current & future leaders & decision makers

They are smart, curious and
ambitious. They define success
by the impact they have: at work,
at home, in life.



55%

Male

45%

Female

80%

Between age 18-49
Average age 28



SOURCES: Gender (Reader Survey), Age (Megaphone/TikTok Analytics), Geo (TikTok Analytics), Manager Level (Reader Survey), Entrepreneurship (Reader Survey), Income (Reader Survey)

Our audience

We speak with current & future leaders & decision makers

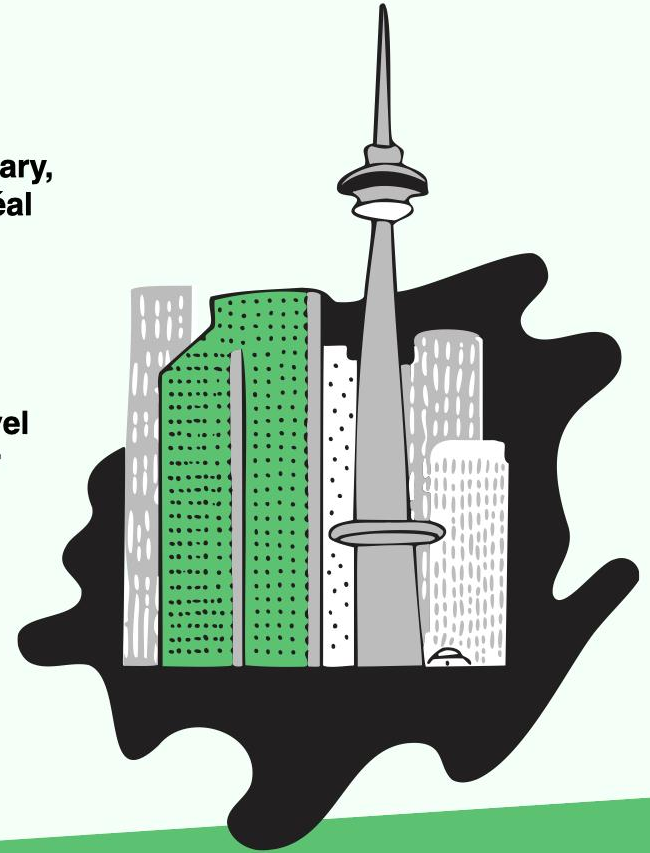
They are smart, curious and ambitious. They define success by the impact they have: at work, at home, in life.

90%

Live in Toronto,
Vancouver, Calgary,
Ottawa & Montréal

48%

Are manager-level
or above at their
organization



SOURCES: Gender (Reader Survey), Age (Megaphone/TikTok Analytics), Geo (TikTok Analytics), Manager Level (Reader Survey), Entrepreneurship (Reader Survey), Income (Reader Survey)

Our audience

We speak with current & future leaders & decision makers

They are smart, curious and ambitious. They define success by the impact they have: at work, at home, in life.

SOURCES: Gender (Reader Survey), Age (Megaphone/TikTok Analytics), Geo (TikTok Analytics), Manager Level (Reader Survey), Entrepreneurship (Reader Survey), Income (Reader Survey)

55%

Plan to start their own business in the coming year

45%

Earn over \$100K+ per year. Over 10% earn \$250K+



We've partnered with some of the most important brands in Canada & around the world



Connect directly with our community via newsletters.

Strategic newsletter placements can align with key brand moments and launches, creating a direct connection for our communities.

The Peak

From Monday to Friday

Placement Options Include:

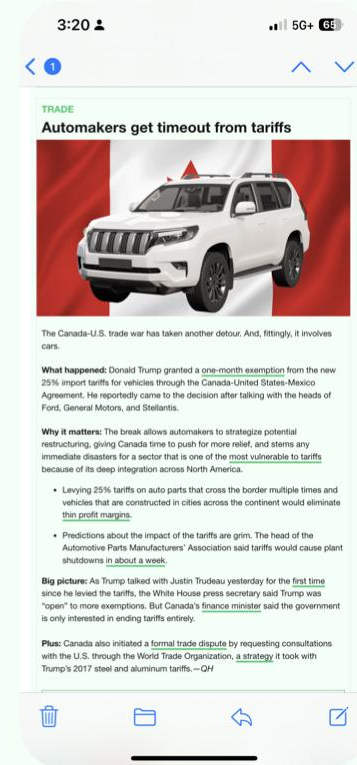
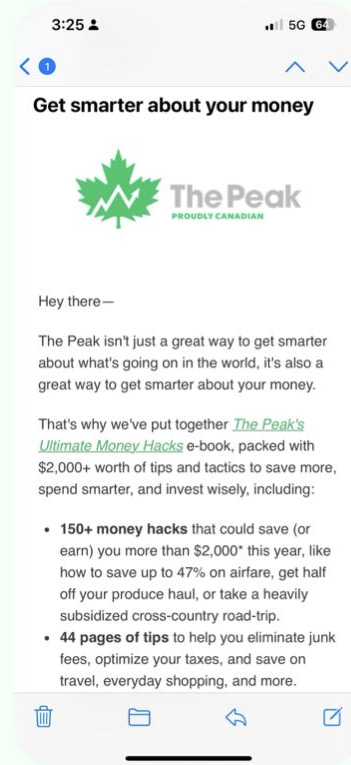
- Primary (150 words)
- Secondary (75 words)
- Peak Picks (30 words)

Peak Money

Every Monday

Placement Options Include:

- Primary (150 words)
- Secondary (75 words)
- Smart Links (30 words)



Tell your story over audio

In The Peak's podcast offering, partners will be natively integrated into the audio at the beginning and end of episodes. Ads include:

The Peak Daily

5 Days / Week

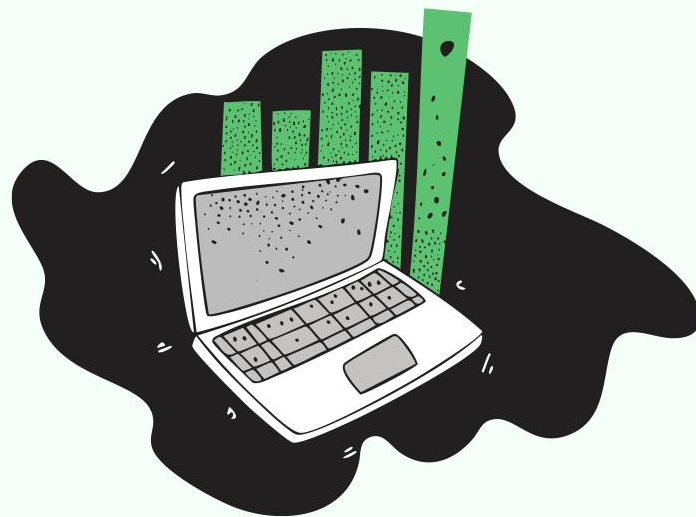
Placement Options Include:

- 30 second Pre-Roll
- 30 second Mid-Roll



Why work with us

We're results-oriented marketers connecting brands with our community



Build a **deep relationship** with our audience of affluent, modern Canadian business leaders.

Easy and adaptable content creation process driven by our dedicated Account Management team.

Strong record of delivering **marketing ROI** for some of the biggest Canadian and global brands.

The Peak Daily Newsletter

Over 80% of our advertisers renew and many book inventory 3-6 months in advance to secure pricing (since rates increase as readers and listeners increase).

Placements

Cost per send

Primary Placements	150 words of native editorial created in-house by our copywriting team for placement in The Peak's Daily Newsletter.	\$7,500
Secondary Placement	75 words of native editorial created in-house by our copywriting team for placement in The Peak's Daily Newsletter.	\$3,000
Peak Picks	20 words of native editorial created in-house by our copywriting team for placement in The Peak's Daily Newsletter.	\$1,000

The Peak Money Newsletter

Over 80% of our advertisers renew and many book inventory 3-6 months in advance to secure pricing (since rates increase as readers and listeners increase).

Placements

Cost per send

Primary Placements	150 words of native editorial created in-house by our copywriting team for placement in The Peak's Money Newsletter.	\$2,500
Secondary Placement	75 words of native editorial created in-house by our copywriting team for placement in The Peak's Money Newsletter.	\$1,500
Smart Links	20 words of native editorial created in-house by our copywriting team for placement in The Peak's Money Newsletter.	\$1,000

The Peak Daily Podcast

Over 80% of our advertisers renew and many book inventory 3-6 months in advance to secure pricing (since rates increase as readers and listeners increase).

Placements

Cost per 10K
Impressions

Podcast Pre-Roll	30 second host read pre-roll ad on The Peak Daily or Free Lunch podcasts (cost per 10,000 impressions)	\$3,000
Podcast Mid-Roll	30 second host read mid-roll ad on The Peak Daily or Free Lunch podcasts (cost per 10,000 impressions)	\$3,500
Podcast Interview	7-10 minute podcast interview with a Canadian executive to air after The Peak Daily news portion.	\$7,000

Video content

Video content can extend a brand's story beyond traditional advertising. Align your brand with The Peak's fast and fun business, finance and economics content and work with our in-house production team to custom-develop a video.

Content

Cost per
Video

Hosted Social Video

1:00 minute, 9x16 vertical video, guaranteed 5,000 minimum 15 second+ views, videos posted to Instagram Reels and TikTok, 1x brainstorm session, 1 round of script revision, 1 round of video revision

\$7,500

Small Business Discount

The Peak started off as a small business, and we know what it is like to be priced out of opportunities when competing with the bigger players, and that is why we offer a special package for small businesses in Canada.

25% off rate card

Do not worry, we won't make you ask for it, this discount will be automatically applied for you.

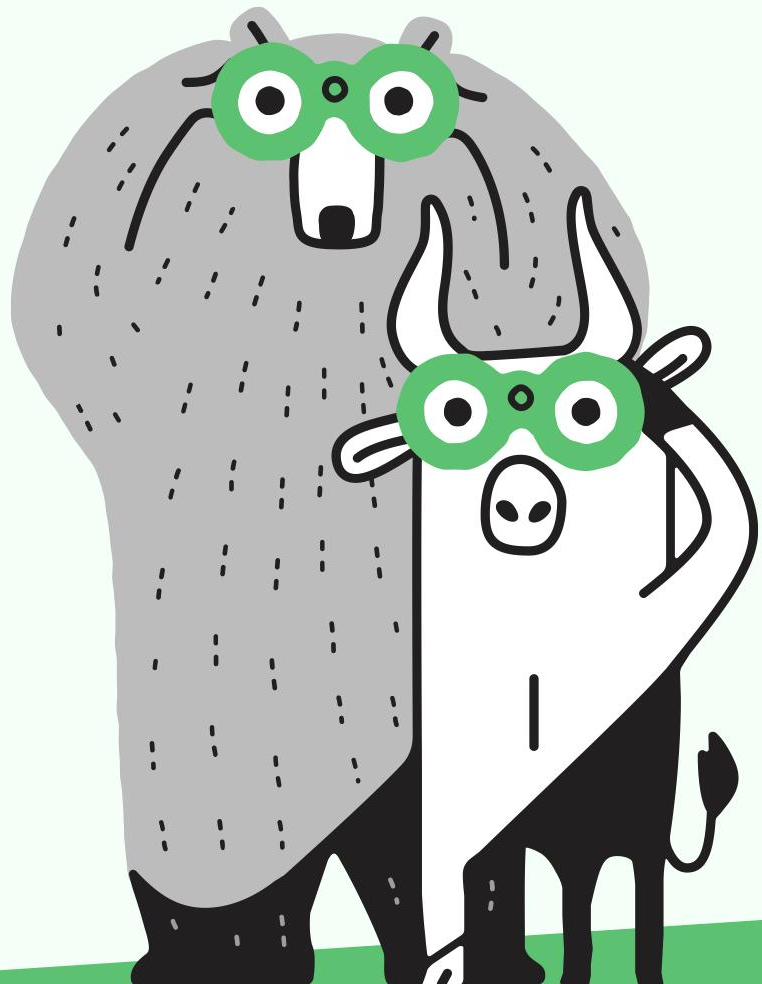
Minimum spend waived

We want to make it easier for you to test us out.

Reserved inventory

Whenever possible, we'll help you access inventory before big brands buy it up

*We consider a small business any brand that has less than 100 employees. This offer is not valid for agencies.



See what's coming.

advertising@zoomermedia.ca