

**THE MOODY**

# Advertising with The Moody

Showcase your business to a growing, engaged local audience in the Tri-Cities and beyond.

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# About The Moody

The Moody is a local platform dedicated to highlighting small businesses, hidden gems, and events in and around the Tri-Cities. With an engaged local following and strong community ties, we help brands connect authentically with residents who love discovering what's happening nearby.

**2,800+**

instagram followers

**74.2%**

newsletter open rate

**53.9%**

website engagement rate

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# Advertisiting Packages

# Hidden Gem Feature

\$120

Showcase your business in our popular Featured Events section on the homepage and reach locals browsing what's happening in the city.

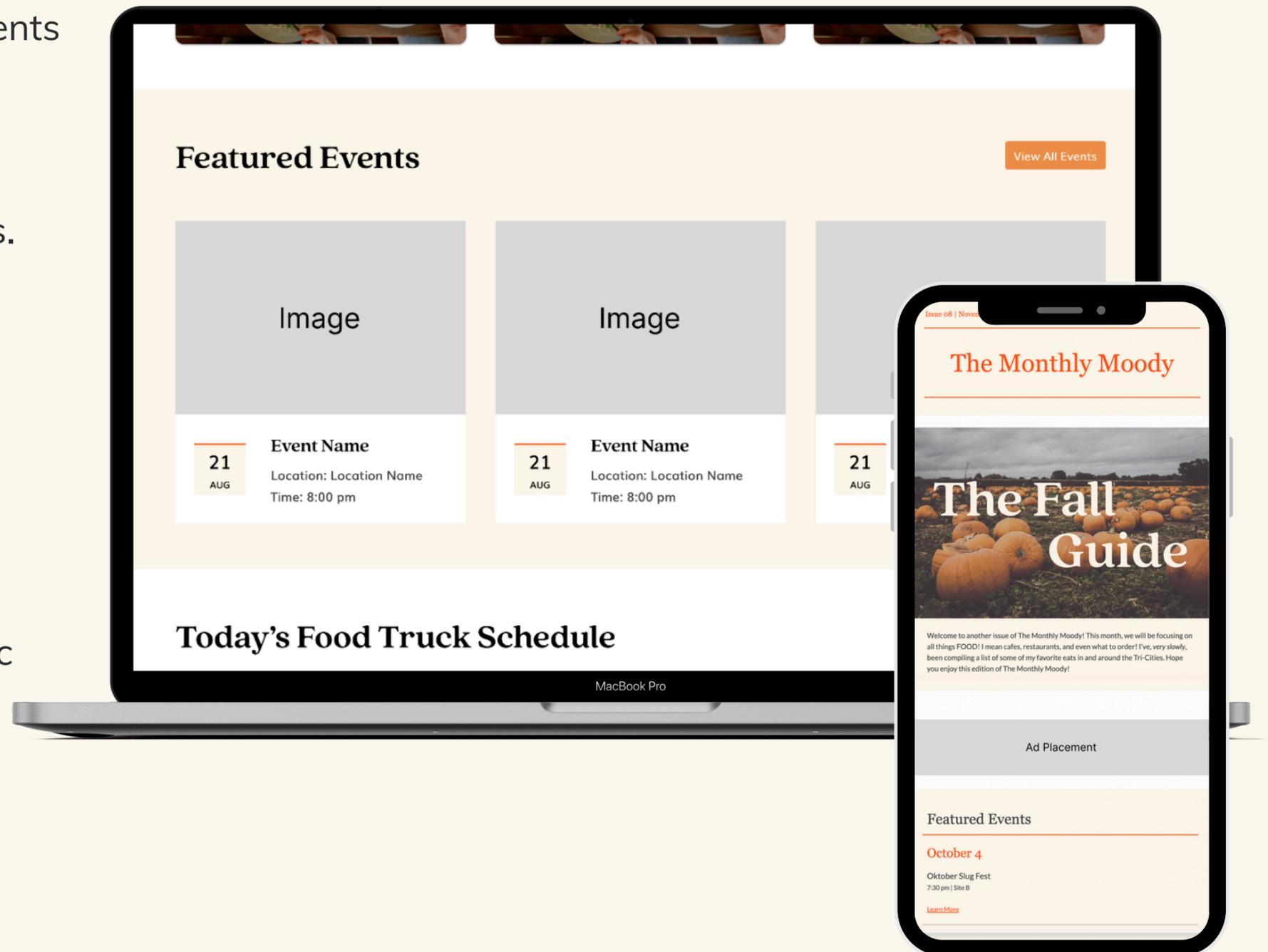
Perfect for: smaller promos and first-time advertisers.

## What you get

- Featured Event listing (30 days)
- Newsletter banner placement

## Data

- Homepage attracts **15%** of all monthly site traffic
- **23.8%** newsletter click rate



# Community Highlight

\$200

Put your business in front of locals actively looking for great food and deals by featuring on our most-visited page, the Happy Hour page, for a full month.

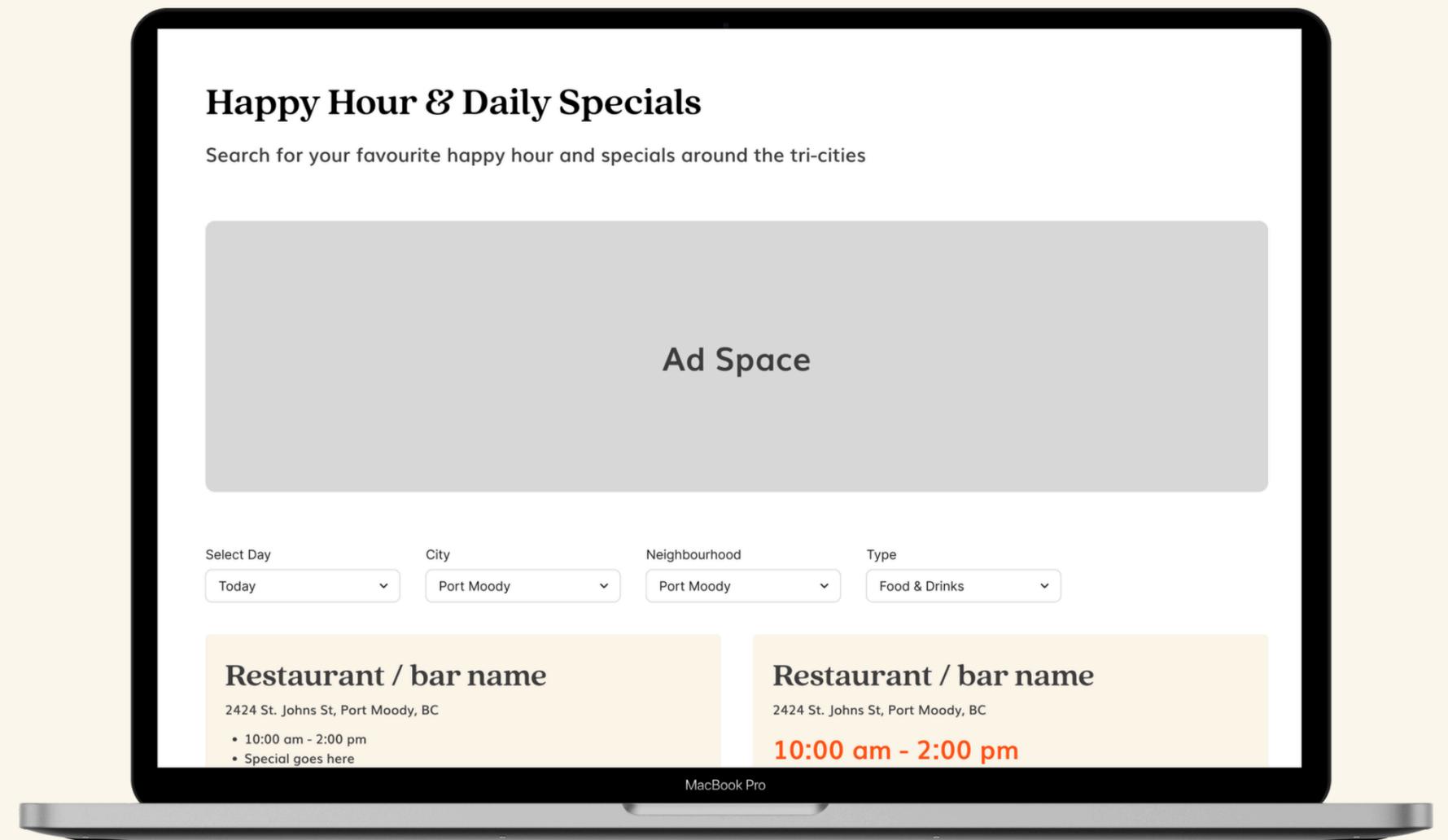
Perfect for: events, launches, and seasonal promotions.

## What you get

- Featured Event on the homepage (30 days)
- Website banner on the Happy Hour page
- Newsletter banner placement

## Data

- **32.76%** of monthly visitors view the Happy Hour page
- **90%** of website visitors are based in British Columbia, with **over 20%** being from the Tri-Cities



# Citywide Spotlight

\$400

Get maximum visibility across The Moody Times, plus social media exposure, and reach locals deciding where to eat and what to do next.

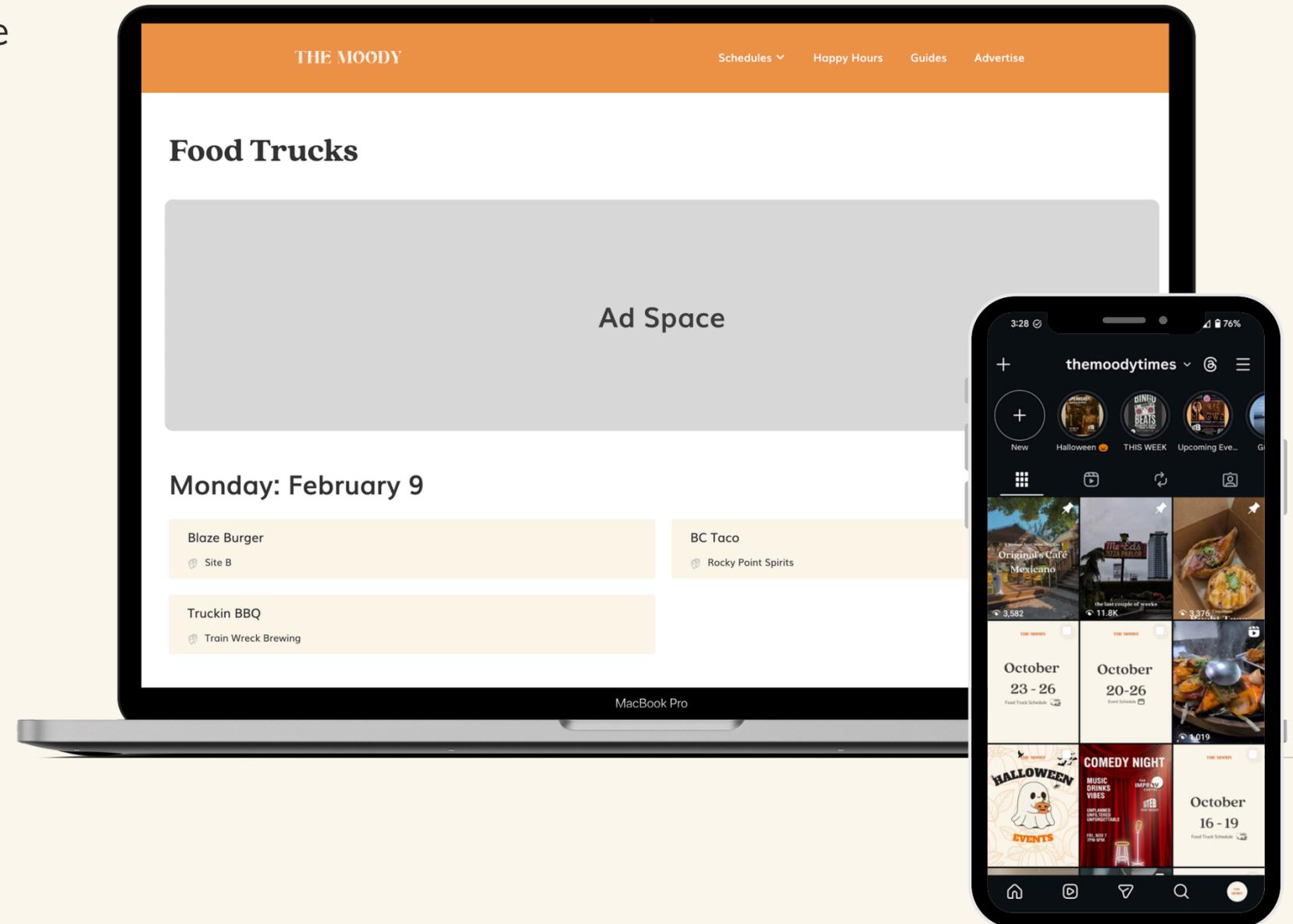
Perfect for: grand openings, major promos, and brand awareness.

## What you get

- Featured Event on the homepage (30 days)
- Website banner on the Food Truck page (30 days)
- Newsletter banner placement
- Instagram Reel Feature + tag

## Data

- **25.31%** of monthly visitors view the Food Truck page
- **2,800+** Instagram followers, with **69%** located in the Tri-Cities
- **36%** engagement rate



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# Why Advertise with The Moody

Reach engaged locals who actively look to discover new places to eat, drink, and explore around the city.

## Why brands love working with us:

- ✓ Hyper-local audience focused on the Tri-Cities & Greater Vancouver
- ✓ Trusted community recommendations
- ✓ Multi-channel exposure across website, newsletter, and social media
- ✓ Affordable visibility compared to traditional advertising

Our audience follows us to discover where to eat, drink, and explore locally.

**Need something custom?** We can create a tailored advertising package to match your goals, timeline, and budget.

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# Partner With The Moody

Thanks for considering The Moody Times for your next feature or ad campaign.  
We love helping local brands and events connect with our growing community.

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 [themoody.ca](http://themoody.ca)

 [@themoodytimes](https://www.instagram.com/themoodytimes)