



# Increase Your Visibility With CSBW

Canadian Small Business Women is a network that provides a platform for aspiring and current small business women to start and market their businesses. With online support via blogs, web tools, and webinars, supported by our Seminars and Expos, our vision comes alive.

Let us show you how we can help you achieve your marketing goals with us.

**f**  
6,500+

**3,500+**

**GET SOCIAL**  
with our followers

**2,000+**

**1,900+**

**Mailing List**  
**6,000+**  
**Website Views**  
**44.5K**  
**Annually**

[www.canadiansmallbusinesswomen.ca](http://www.canadiansmallbusinesswomen.ca)  
[info@canadiansmallbusinesswomen.ca](mailto:info@canadiansmallbusinesswomen.ca)



# Our Audience Demographics



- 83% Women
- 21% between 25 and 34, 30% between 35 and 44, 18% between 45 and 54
- 76+% reside in Canada; 43+% reside in the GTA, 8% Ottawa



- 77% Women
- 36% between 25 and 34, 32% between 35 and 44, 17% between 45 and 54
- 73+% reside in Canada; 35+% reside in the GTA, 4% Ottawa.



- Range of reach: 45 - 150 views per tweet
- Followed by Community Organizations, Career Colleges, Media Outlets, Influencers, Networking Groups, Government Organizations, etc



- Views range from 100 - 1100 per post
- 70% of marketers use LinkedIn to promote their products or services (Buffer 2018)
- #1 B2B Marketing Channel with over 500 million users



- 11.8k+ annual users (as of Nov 2018), 44.5k + annual views (as of Nov 2018)
- 63.4% Canada; 35.7% Greater Toronto Area



- 43% GTA, 5.7% Niagara Region, 11% Ottawa Region
- 38.2% General Interest
- Above industry average open rate and click rate

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# Your Investment

## NEWSLETTER ADVERTISING: \$100/Newsletter

\*Includes 50-75 words, logo or image placement with link (provided by advertiser)

## EXCLUSIVE EMAIL ADVERTISING: \$250/Email

\*Includes 300 - 500 words, images with links (provided by advertiser)

## SOCIAL MEDIA PROMOTION: \$75/post

\*Includes promotion on Facebook, Twitter, LinkedIn and Instagram. Text rules must abide by social media post length parameters.

## 1 MINUTE WEBINAR ADVERTISING: \$100/minute

\*Webinars are hosted twice monthly on Wednesday nights between 8 and 9pm. Registrants range from 80 to 120 guests. The webinar is broadcast live on Facebook in the CSBW private group as well as saved on our YouTube channel for further viewing.

\*Verbiage must be provided by the advertiser and will be amended by CSBW to fit a one minute broadcast

## WEBSITE ADVERTISING: \$150 - \$300/month

\*Home Page Image with 250 words and link to website - \$300/month

\*Resource Page: Includes 300 x 30px image with link

\*Top of Page - \$200/month

\*Middle of Page - \$150/month

\*Bottom of Page - \$100/month

\*"Other" Pages includes 300 x 300 px image with link - \$150/month



**Dwania Peele, Founder & Executive Director**

**[info@canadiansmallbusinesswomen.ca](mailto:info@canadiansmallbusinesswomen.ca)**

**1-888-526-9366**