



# Forget the Box



ADVERTISING OPPORTUNITIES



# WHY ADVERTISE WITH US?

Forget the Box Media is a leader in Montreal's digital cultural scene. We are passionate, fun, quirky and cool. We focus on alternative music, art, politics, lifestyle, opinions and everything in between.

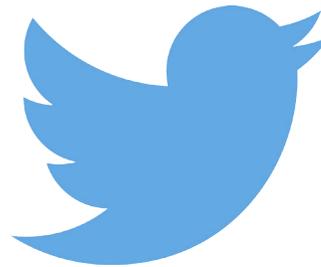
Since 2009, we have produced daily original journalistic and opinion-based writing and photo content with some video. Now, with our podcast and stand-alone audio interviews, we are creating original audio content as well.

ForgetTheBox.net is built on a responsive WordPress theme optimized for mobile devices and desktop/laptop viewing. Our audience is encouraged to engage with us through our site and our social media platforms.

-15000 UNIQUE VISITORS PER MONTH\*



2400+  
FACEBOOK  
FANS



1400+  
TWITTER  
FOLLOWERS

\*Source: Google Analytics

# SOME HELPFUL STATISTICS

Our audience is largely millennial with some gen-x readers. They are digitally and culturally literate and politically aware with a progressive bent.

We have an almost equal number of male and female readers with some not identifying as either.

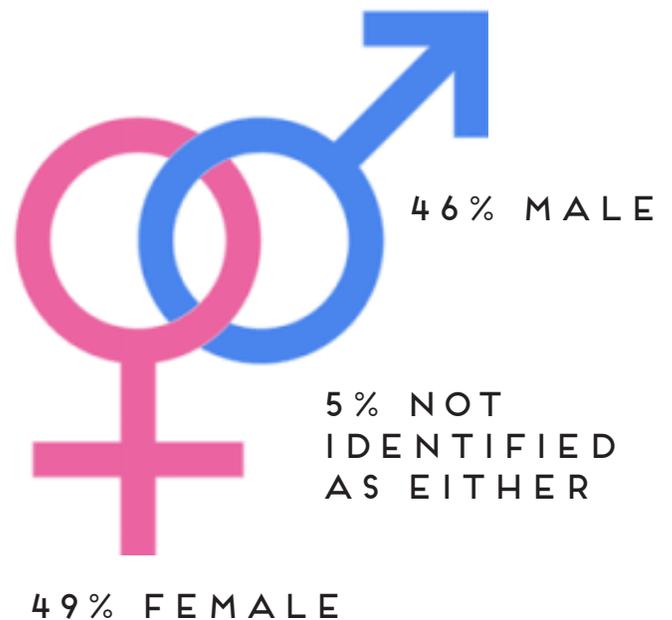
Thanks to our local news and cultural coverage, our largest readership is in anglophone Montreal. Our national political writing brings in readers across Canada, with large pockets in Toronto and Ottawa. Our general interest content such as the sex column, food writing and humour pieces extend our reach globally, with particular interest coming from the northeastern US.

Our international content also has the additional benefit of reinforcing our local audience. Out-of-town students and other new Montrealers appreciate a bit of home mixed in with content from their new home.

44%  
25-34 YEARS OLD

20%  
35-44 YEARS OLD

11%  
18-24 YEARS OLD



# PRICING

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**TOP SIDEBAR BANNER AD SLOT (IN ROTATION)**  
\$250 FOR 1 MONTH / \$500 FOR 3 MONTHS

**TOP SIDEBAR BANNER AD EXCLUSIVITY**  
\$600 FOR 1 MONTH / \$900 FOR 3 MONTHS

**BOTTOM SIDEBAR BANNER AD SLOT (IN ROTATION)**  
\$150 FOR 1 MONTH / \$350 FOR 3 MONTHS

**SITE-WIDE ADVERTISING EXCLUSIVITY**  
\$800 FOR 1 MONTH

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All packages include two promotional Facebook posts and two tweets per month on days and times of your choosing. Site-wide exclusivity also includes one promotional post written by FTB thanking you for your support with three linked keywords of your choosing

If you're interested in a more direct engagement, please inquire about FTB Contest Posts.

To advertise with FTB, or for more info, please contact:

**ADS@FORGETTHEBOX.NET**