

# INTRODUCING **BCHL**NETWORK

**The most in-depth, all-encompassing independent online hub for  
BC Hockey League coverage and analysis!**

**Founded and managed by long-time BCHL journalist and BCIT  
instructor Brian Wiebe**

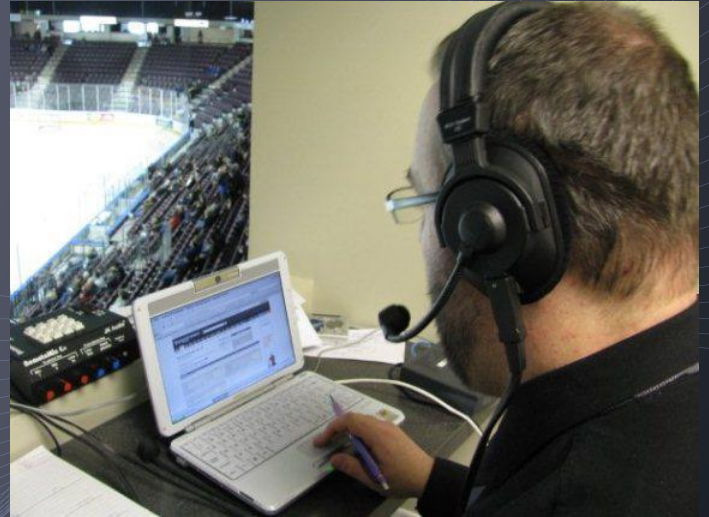
# ABOUT US

## BCHLNETWORK

BCHLNetwork was launched in June 2019 by long-time BCHL media member and current BCIT Radio Arts & Entertainment instructor Brian Wiebe.

It's a website focused on BCHL-related news and features, including alumni who have gone on to play in the NHL, Europe, NCAA and more.

Brian's long-term goal is to continue to help promote the league and its players while providing a platform for sports journalists to gain experience.



# THE NUMBERS

## BCHLNETWORK

- More than 72,000 unique pageviews since June 2019 launch
- An average of more than 200 unique pageviews per day since the start of the 2019-20 BCHL season
- May and June 2020 had the highest number of unique pageviews in BCHLNetwork history with nearly 16,000 each month
- Top 10 markets in terms of pageviews:
  1. Vancouver
  2. Surrey
  3. Calgary
  4. Kelowna
  5. Trail
  6. Chilliwack
  7. Nanaimo
  8. Edmonton
  9. Coquitlam
  10. Cranbrook



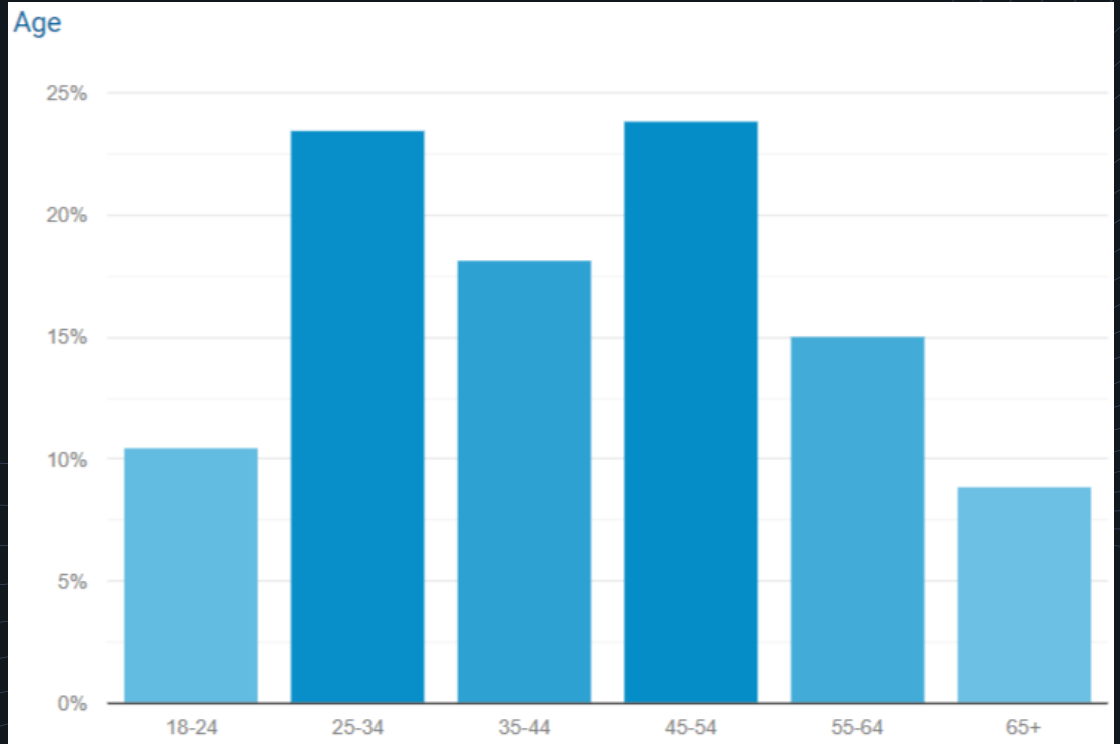
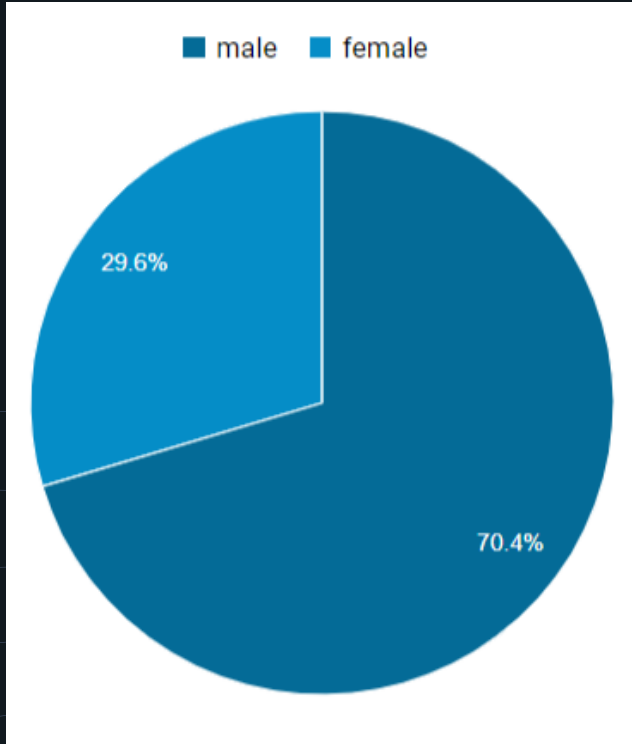
# THE NUMBERS

## BCHL NETWORK

- @BCHLNetwork has more than 1,300 followers on Twitter
- An average of 83 new followers each month
- 281% increase in clicks on links tweeted per day (average 183 link clicks per day)
- 247% increase in visits to @BCHLNetwork's Twitter profile (average 1,807 profile visits per month)
- 944% increase in tweet impressions (average 251,767 tweet impressions per month)

\*All statistics reflect the time period from January to June 2020

# WEBSITE VISITOR DEMOGRAPHICS



# THE PITCH

## **BCHL**Network sponsorship

Investment: \$50 per month

You receive:

- Social media campaign: two dedicated sponsorship tweets to promote your business each day per calendar month.
- We work with you to create an effective message for your business.
- Your logo/website link included as a rotating banner on the BCHLNetwork.ca homepage.

# CONTACT US

# **BCHL**NETWORK

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