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
BCHL Network 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.
More than 146,000 unique pageviews since June 2019 launch

May, June, and Sept. 2020 had the highest number of unique pageviews in BCHLNetwork history with an average of more than 16,000 each month

Top 10 markets in terms of pageviews:

1. Vancouver
2. Surrey
3. Calgary
4. Kelowna
5. Nanaimo
6. Chilliwack
7. Prince George
8. Trail
9. Coquitlam
10. Cranbrook
THE NUMBERS

@BCHLNetwork has more than 1,800 followers on Twitter

An average of 101 new Twitter followers per month

An average of 248 link clicks to articles or pages on BCHLNetwork.ca per day

An average of 3,271 Twitter profile visits per month

Average 612,250 tweet impressions per month

*All statistics reflect the time period from May to December 2020*
WEBSITE VISITOR DEMOGRAPHICS

- Male: 29.6%
- Female: 70.4%

Age Distribution:
- 18-24: 10%
- 25-34: 25%
- 35-44: 20%
- 45-54: 25%
- 55-64: 15%
- 65+: 10%
THE PITCH

**BCHLNetwork sponsorship**

- Investment: $50 per month (minimum three month commitment)

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.
THE PITCH

BCHLNetwork team page sponsorship

Investment: $25 per month (minimum three month commitment)

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 banner ad placed within each article written about a specific team up to a maximum of four articles per month.
CONTACT US

BCHLN NETWORK

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