

w.thewrennews.ca



2026 Media Kit

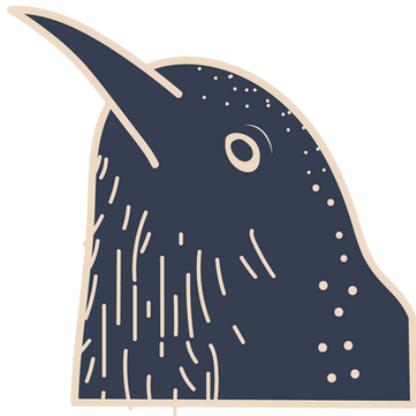
Become a Newsroom Partner and reach one of Kamloops' most engaged audiences.



About The Wren News

Founded in 2022, The Wren delivers in-depth journalism by and for the people of Kamloops (Tk'emlúps). As an independent, community-driven outlet, we collaborate with people like you, who care about the future of our community, to deliver news that empowers, informs and uplifts.

Newsroom Partners play a critical role in ensuring The Wren can keep our publication free to access for all readers. With over 12,000 engaged newsletter subscribers, we are seeking partners who benefit from aligning their organizations and businesses with the important work we do.



Increasing Our Community Outreach: New Weekly Events Newsletter

Listening to reader feedback in 2025, The Wren launched a new weekly email newsletter promoting regional events every Friday. This programming empowers our audience to engage with their community on a weekly basis, support local, and create organic connections within Kamloops.

Our events newsletter also offers our Newsroom Partners an additional channel to engage with our audience as we continue to grow in 2026.



The Value Of Newsroom Partnership

Our Newsroom Partners are local businesses and organizations that are able to create an authentic connection with our trusted audience, and support quality journalism in their community.

The Wren offers exclusive opportunities for its Newsroom Partners to amplify their messaging and interact with one of Kamloops' most engaged audiences.

Connect With Our Highly Engaged Digital Audience

Weekly Newsletters Partnership

Every week, The Wren reaches Kamloops inboxes with two newsletters, featuring the latest news, community information, and an events roundup. Both newsletters are available for Newsroom Partner booking. What makes our newsletters so great?

- 12,000+ highly engaged subscribers
- High 30.94% annual average open rate
- Organic and exclusive messaging placement

Starting at **\$400** per newsletter.

Website Newsroom Partner Spotlight

Why does your business support The Wren? Share your message with our audience and express your support for local journalism.

- Business logo and custom message of support for The Wren
- Direct connection reaching over 9,000 readers a month

Starting at **\$400 per month**

The Wren is funded in part by Newsroom Partners – Kamloops businesses and organizations that support The Wren's independent journalism. Why? In their own words:



"Partnerships with media are a huge part of our success and we know being featured in The Wren has translated to tickets sold for our 27th Annual Kamloops Film Festival. Would highly recommend working with The Wren if you get an opportunity: great value and great people."

Interested in aligning your business or organization with The Wren? [Reach out!](#)

Newsroom Partner Spotlight example.

The image shows an email newsletter for Sweláps Market. At the top, there is a logo for Sweláps Market featuring a stylized bird or mountain shape. Below the logo, a man in a black shirt with a name tag is smiling in a grocery store aisle. Text on the left side of the image reads: "Now Open", "Friendly service", "Fresh quality products", "Convenient location", and "Everyone's welcome". Below the image, there is a green bar with the address "302 Yellowhead Highway, Kamloops" and the website "swelapsmarket.ca" with social media icons for Facebook and Instagram. The main headline reads: "DISCOVER A SHOPPING EXPERIENCE LIKE NO OTHER AT THE NEWLY OPENED SWELÁPS MARKET". Below this, there is a paragraph of text: "Welcoming everyone with open arms, we boast a diverse range of quality products, from ready-to-eat meals to a mouth-watering butcher shop, bakery, and deli. Enjoy the freshest produce, exceptional service, and a warm smile at every aisle. Proudly featuring local favorites like Rangeland Meats and Blackwell Dairy, we're your community's go-to destination for superior service and homegrown goodness." At the bottom right, there is a dark blue button that says "Lean more".

Sweláps Market's email newsletter partnership example (click to open).

Editorial Partnership

Engage in the direct support of The Wren's in-depth journalism surrounding a topic valued by your business or organization. With story ideas that adhere to our editorial guidelines, our team will:

- Conduct in-depth research and engage in interviews
- Independently write and publish the partnered story
- Adhere to our editorial guidelines, disclaiming partner support

Contact for custom pricing

Print Advertising With The Wren

FULL PAGE

\$1500

BLEED



NO BLEED

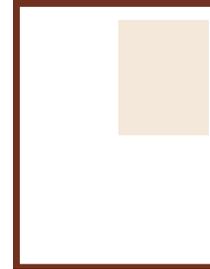


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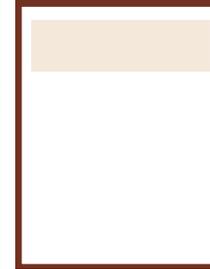
1/4 PAGE

\$440

VERTICLE



HORIZONTAL

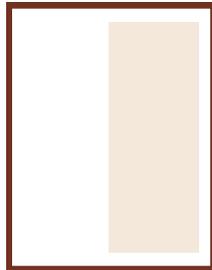


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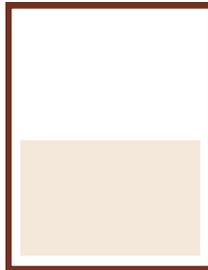
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\$750

VERTICLE



HORIZONTAL

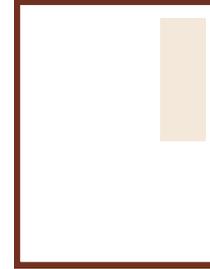


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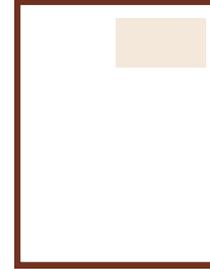
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\$250

VERTICLE



HORIZONTAL



Size:
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Commitment Discount

Receive **10% off** all ad bookings for commitments of four consecutive issues.

Non-Profit Discount

We are happy to extend a blanket **15% discount** to recognized charitable organizations.

Guaranteed Page Position

20% additional fee on ad rate. Only available on ad sizes 1/4 p or larger.

Premium locations include front cover, inner front cover, centre spread, inner back cover, and back cover.



Justin Moore
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