

**datenight**

The relationship between  
you and your community  
starts with a datenight.

Media Kit



**datenight**

02-About

## First date introduction

At datenight, we bring dating experiences across North America right to the top of your feed. We connect 10 million people monthly with brands whose exciting offers and experiences give a whole new meaning to the term date night.

Through content creation, experience capture and editorial storytelling, we're a sought after source for brands who want to reach our highly engaged audience.

You can find our datenight editors and content creators in every major city across Canada and major cities in the U.S.A (New York, Los Angeles, and Miami) bringing what's new and exciting to each of our channels.

By facilitating a natural connection between brands and people, we help brands reach a new audience and couples reach an elevated dating experience.



Media Kit

# Mastering the art of dating

Instagram

	Followers	Impressions/mo	Newsletter
<u>CANADA</u>			
@datenightyyz	159,100	2.9 mil	12,250
@datenightyc	139,663	3.5 mil	21,500
@datenightyeg	39,850	789,920	3,600
@datenightbc	25,200	189,164	6,450
@datenightcapital	23,659	416,073	160
@datenighthalifax	28,500	481,690	350
@datenightquebec	20,392	111,433	175
<u>USA</u>			
@datenightnycity	5,550	10,400	—
@datenightlax	1,950	32,920	—
@datenightmiamifl	1,980	15,778	—

Editorial

itsdatenight.com

Annual Impressions 6.4M  
Monthly Users 31K

Content Pillars: Date Ideas, Food & Drink, Events, Lifestyle, Style & Wellness

f

all cities

Followers 30K  
Reach 1.8M

X

@itsdatenight

Followers 10.6K  
Monthly Impressions 4K

p

@datenightcanada

Monthly Views 150K

▶

@datenightgame

Subscribers 500  
Monthly Views 90K

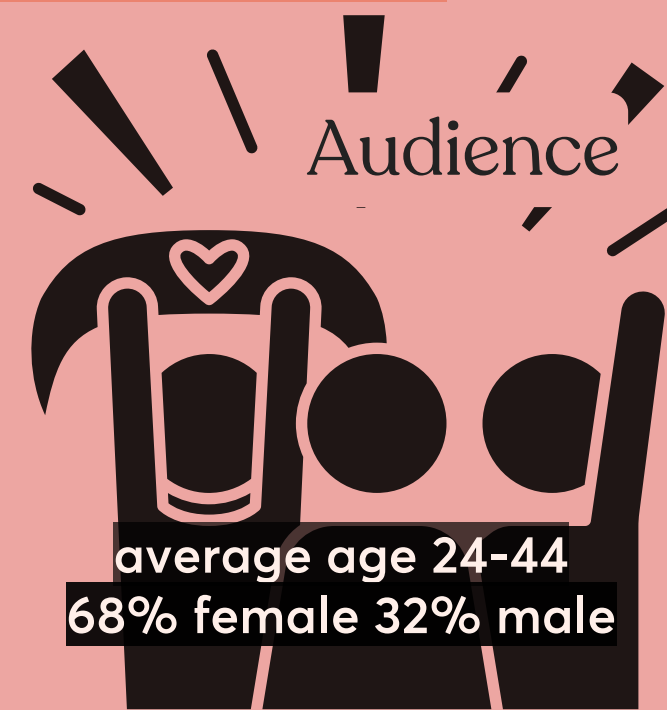
🎵

@datenightcanada

Followers 170.1K  
Likes 1.7M  
Views/month 4M

@datenightusa

Followers 271  
Likes 1.1K  
Views/month 20K



# How to datenight

	Calgary & Toronto	B.C. / Edmonton / Ottawa Quebec / Halifax	datenight Canada		
	<b>Feed Post</b> • content provided to us • static photo, carousel, or Reel	\$1200 + 1 Story incl.	\$600 + 1 Story incl.	\$5400 + 1 Story per city <small>*1 individual post per city's page</small>	Social
	<b>Giveaway</b> • content provided to us • static photo, carousel, or Reel	\$1,600 + 2 Stories incl.	\$800 + 2 Stories incl.	\$7200 + 2 Stories per city <small>*1 individual post per city's page</small>	
	<b>Green Screen Video</b> • we create the content • shared as a Reel + to national channels	\$1,500 + 1 Story incl.	\$1000 + 1 Story incl.	\$5700 + 1 Story per city <small>*1 video filmed, posted to all city's pages * \$8K for 7 different videos filmed+posted</small>	
	<b>Brand Article</b> • incl. social sharing • in weekly newsletter	\$1,800 + In-feed Reel + Story incl.	\$1,500 + In-feed Reel + Story incl.	\$6,400 + In-feed Reel per City + Stories Per City incl.	Article
	<b>Dedicated Newsletter</b>	\$2,000 yyc/\$1,000 yyz (Mon-Sun excl. Fridays)	\$500 (BC/YEG)	\$3,500	Newsletter
	<b>Newsletter Inclusion</b>	\$400 yyc/\$200 yyz Sent on Fridays			

Boosts/ads management +\$50 set-up fee per boost. Ask us about our usage rights.

Next slide for Content Creation Packages.

# We create the content

Toronto or Calgary

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**Includes:**

datenight Creators On-Location

3-5 Supporting Stories

1 Custom Reel

shared to Instagram, TikTok, Facebook,  
Youtube, Pinterest

**\$1800**

\*plus applicable taxes  
option to add boost budget  
option to make the reel a giveaway

Vancouver, Edmonton, Ottawa,  
Halifax or Quebec

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**Includes:**

datenight Creators On-Location

3-5 Supporting Stories

1 Custom Reel

shared to Instagram, TikTok, Facebook,  
Youtube, Pinterest

**\$1500**

\*plus applicable taxes  
option to add boost budget  
option to make the reel a giveaway

This package provides custom content created by our team on location, distribution on our social channels locally and nationally, and a great way to drive awareness throughout the datenight community.

All Cities

**1 visits, 1 custom video, 7postsx3stories:**

**\$6,400**

**7 visits, 7 custom videos, 7postsx3stories:**

**\$11,100**

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\*plus applicable taxes  
custom packages available

# Our team is nationwide

## Our Creator Community Stretches across Canada

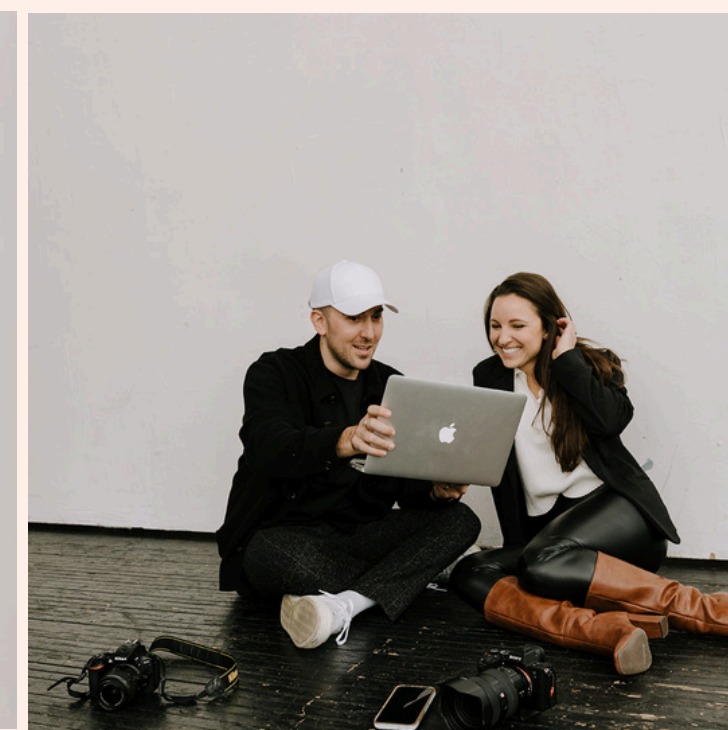
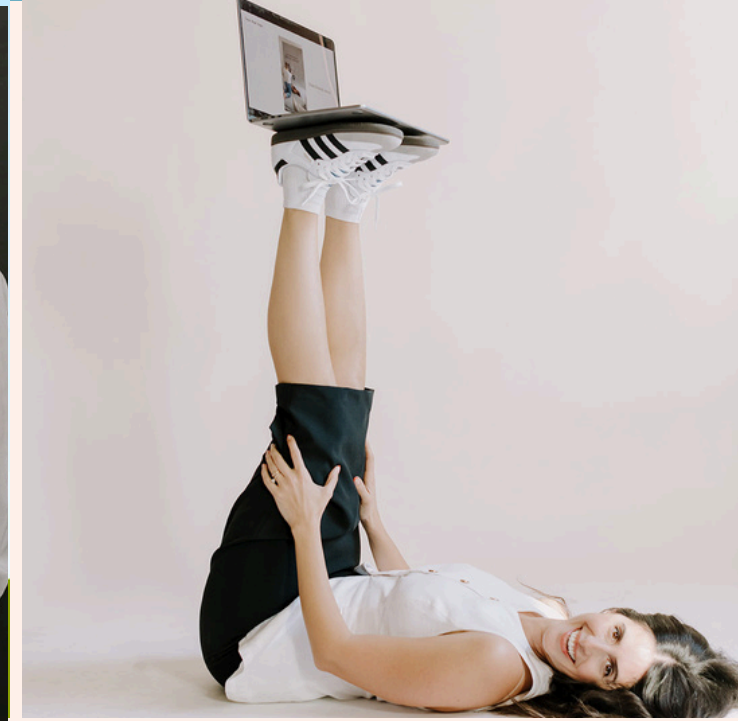
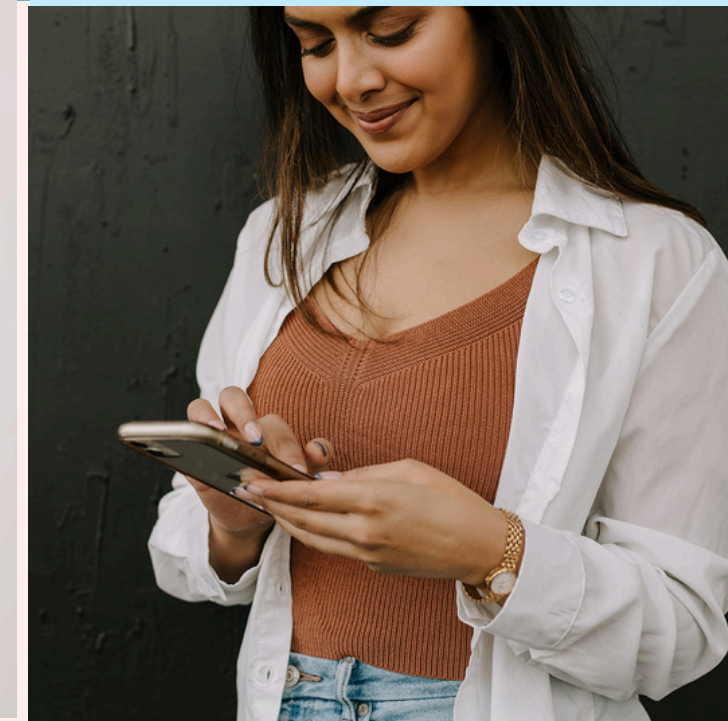
We've curated a team of the passionate content creators who love exploring the best date ideas in their city. Find our friendly and engaging community in:

Vancouver, Calgary, Edmonton, Toronto/GTA and beyond, Ottawa, Montreal, and Halifax.

When working with brands, we know it's important to stay nimble and get creative while work quickly and energetically (we get it, there's tight timelines sometimes)

Enter datenight - your brand's creative partners to bring your ideas to life.

Whether your looking for a personal mobile-first project, or in need of professional shoots and drone photography, our community in each city are ready for you!



# Email Growth

Do you want to grow your email list? Email is one of the best way to communicate with potential customers!

The result here is an owned audience of email subscribers. We'll write an article that will include information about your business, and a giveaway prize they can sign up to win with an embedded form to collect entries!

We recommend a prize value of at least \$500+



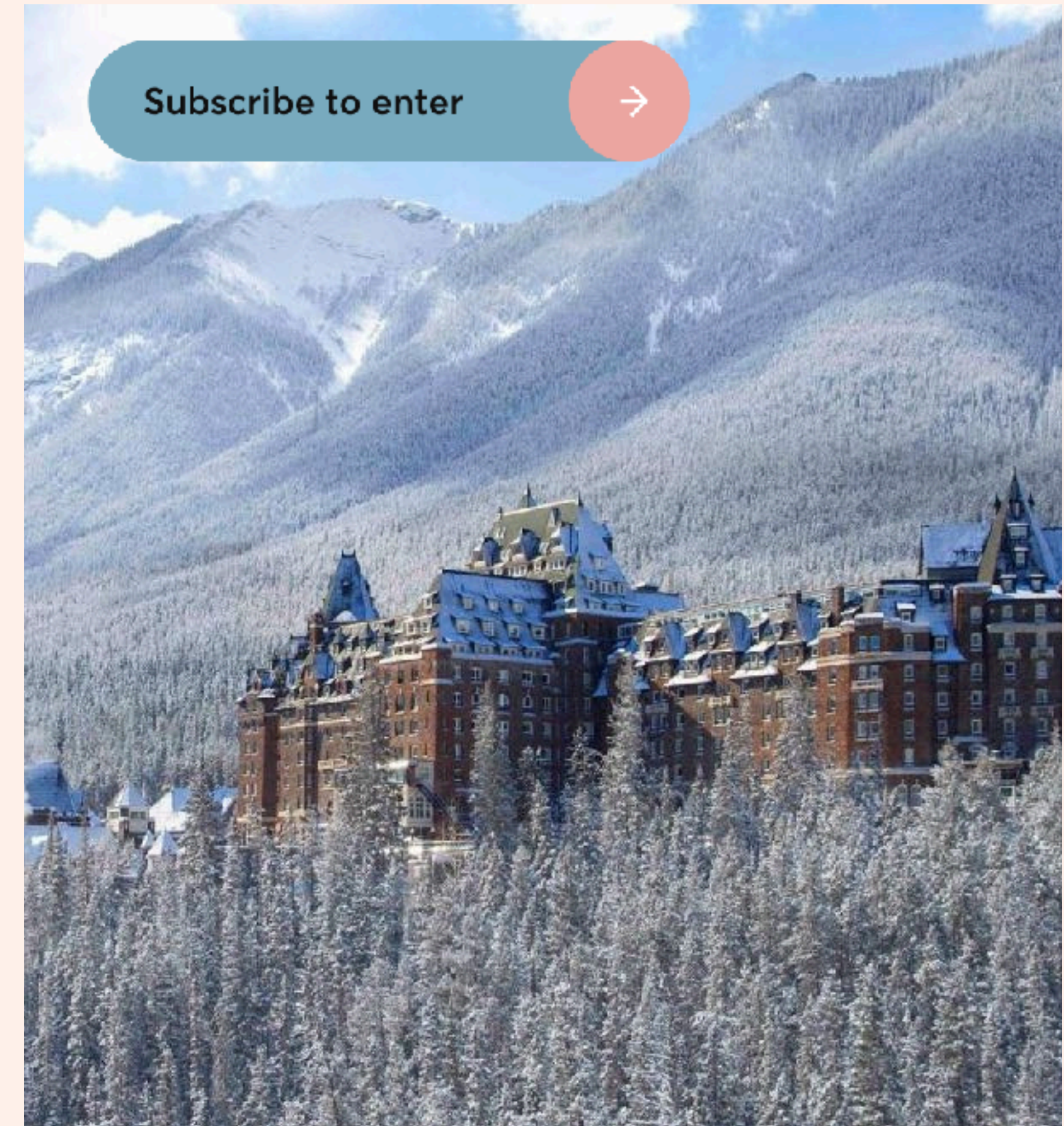
## How It Works - Toronto example:

- 1 editorial brand article on itsdatenight.com with an embedded form for sign-ups (\$1,800)
- 1 giveaway ad (\$500 minimum ad spend to target and circulate on social media directing back to article to enter)
- 1 Dedicated Newsletter sent to our existing Toronto/GTA-based subscribers (\$1,000)
- 2-3 stories on Instagram/Facebook throughout the campaign
- 1 in-feed Reel on Instagram page(s) to support campaign

Total Media Value: \$2,800.00

Ad Budget: \$500

Final Total: \$3,300.00 +tax



# Instagram Follower Growth

The tried and true way to gain real, active, and interested followers!

Giveaways live as a feed post on the selected datenight account where entrants follow the page(s) involved, and interact with the post by liking and tagging friends in the comments to spread the word and be eligible to win a prize.

We recommend a prize value of at least \$50+

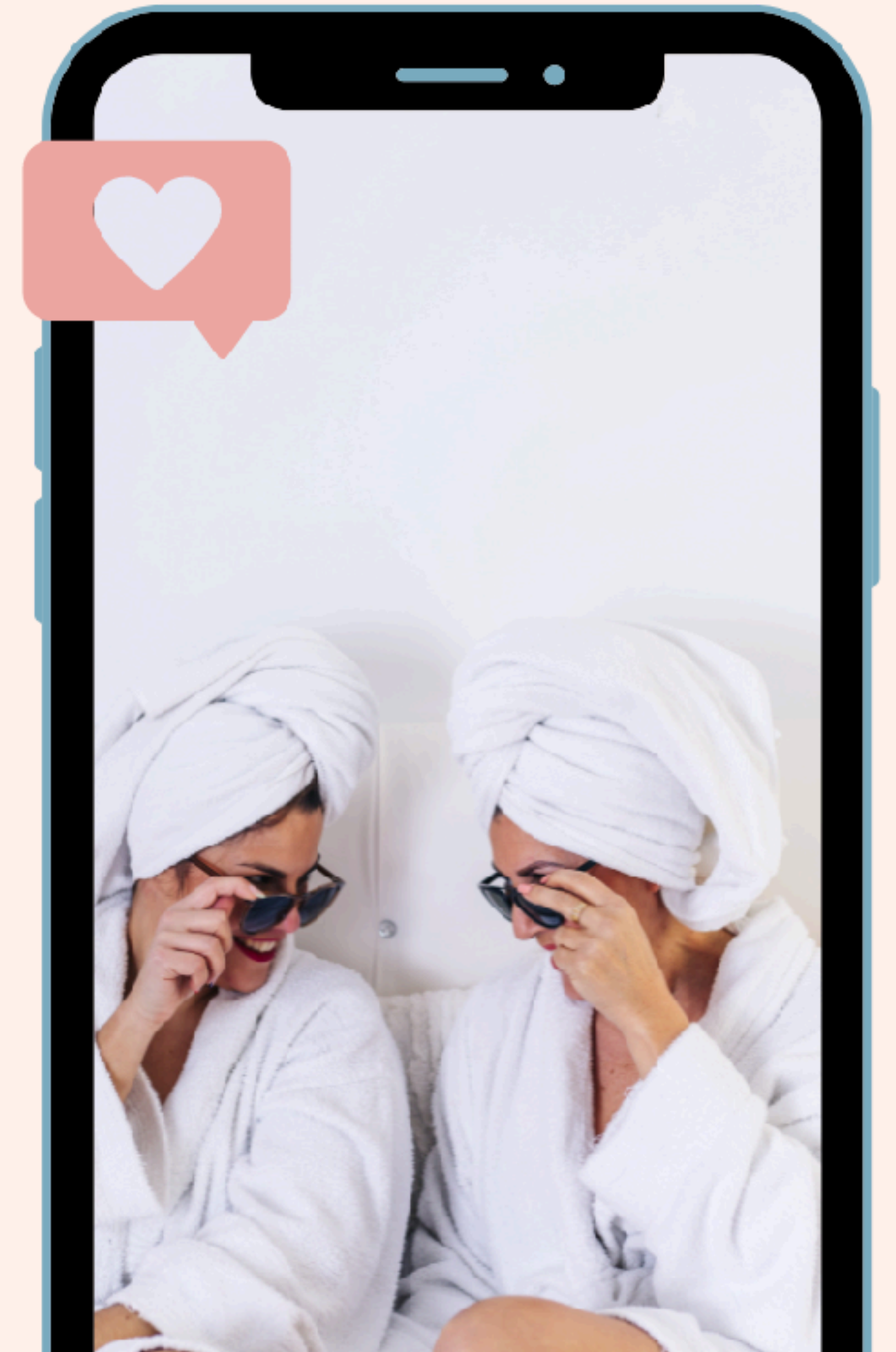
## How It Works:

- 1 giveaway feed post on @datenightyyz (\$1,600)
- 2 stories to support post during the contest period
- Shared in our Friday weekly e-newsletter
- Recommended boost budget: \$200 (optional)

Total Media Value: \$1,600.00

Ad Budget: \$200

Final Total: \$1,800.00 +tax





# Email Growth Case Study - daydream



Our friends at daydream came to us with the challenge of growing their email audience and brand awareness in Toronto and Vancouver. Our email growth campaign was the perfect solution to educate the datenight community about their product, and give them a means to continue to see ROI well after the campaign was complete. We found a creative and attractive prize to incentivize our community to sign up for their newsletter and compiled the creative to be distributed on all our channels. A well-targeted ad on Facebook & Instagram brought our community to an article that was filled with not only the means to sign up to enter, but to learn more about daydream as a brand and where to buy their infused sparkling water.



- Brand Article
- Dedicated Newsletter
- Targeted Ad Campaign
- Organic Social Posts & Stories

Cost per email was lower than \$1, and over 2400 gained.

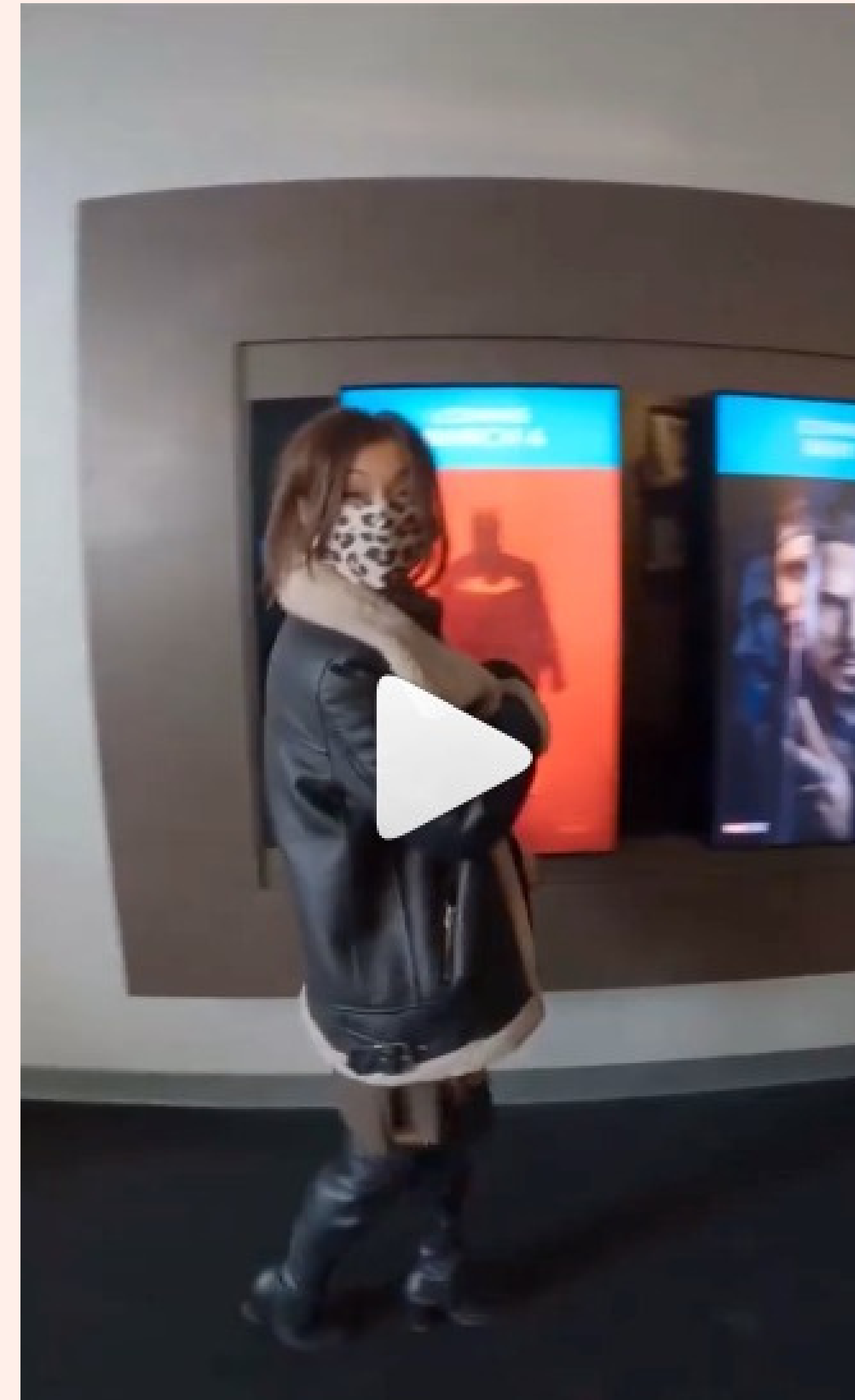
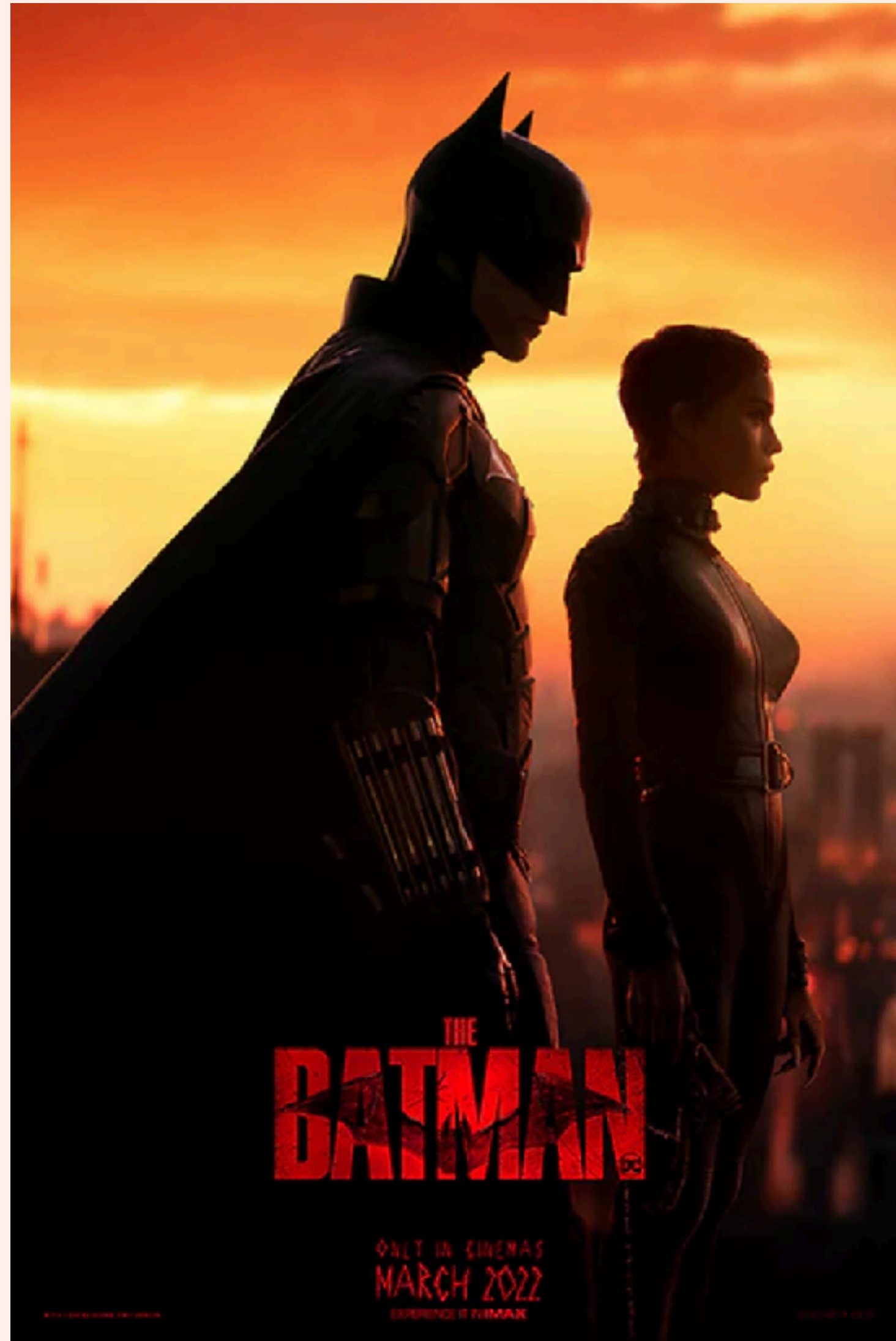


# Follower Growth & Content Creation Case Study

## - Warner Brothers



Our friends at Warner Brothers came to us with the challenge of growing their Instagram followers and heightening awareness on all of datenight's platforms for the premier of The Batman at Cineplex theatres across Canada. Our team went to work creating a Reel video to show off a VIP Movie Date Night Experience to see The Batman at Cineplex, including the Uber Black ride to the theatres to represent the giveaway prize. We launched the various visuals on our accounts across Canada driving followers, awareness, and excitement to our favourite superhero!



Video Production  
Video Distribution  
Instagram Giveaways  
Targeted Ad Campaign

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8 Giveaways across 8 Cities  
264,980 Organic Reach  
Over 10K Followers Gained

# Follower Growth & Content Creation Case Study

## - Sony Music Canada



**SONY MUSIC**

Our friends at Sony Music Canada were looking for a creative way from datenight to bring more listens to the release of the *Marry Me* Soundtrack by J Lo - our in-house creative team knew exactly what to do! The video we created started with a 'GRWM' call to action, preparing for a movie date where our creator asks "Hey Google, play *Marry Me* by J Lo" and then proceeds to get ready to the soundtrack playing for her date night-in to watch the *Marry Me* home premiere on the Cineplex app. The video was then released across all our channels triggering Google Home's and Alexa's everywhere to play the song at home when they heard the command from our video!



- Video Production
- Instagram Giveaways
- Video Distribution
- Targeted Ad Campaign

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- 6 Giveaways across 6 Cities
  - 11,273 Giveaway Entries
  - 5,524 Follower Growth
  - 155,524 Giveaway Reach
  - 19,700 Video Views
  - 10,975 Reel Interactions

# Our dating history



**datenight**

Contact us

**Let's make it official**

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Media Kit

[itsdatenight.com](https://itsdatenight.com)

