



KIT

# media

2025/2026

A bilingual and intercultural newspaper founded in Vancouver, La Source amplifies the many voices that shape our society. Our media kit invites you to discover our mission, our engaged readership, and the partnership opportunities with a media outlet that celebrates diversity, fosters intercultural dialogue, and champions accessible and responsible journalism.

Explore our print and digital advertising options, designed to connect your message with a curious, connected community deeply rooted in Canadian life.

« THIS NEWSPAPER IS, ABOVE ALL,  
YOURS. WE WILL NEVER FORGET  
THAT IT IS YOUR IDEAS THAT DRIVE  
LA SOURCE. »

EDITORIAL BOARD



# Summary

Presentation of La Source	1
Ecosystem and editions	6
Audience and performance	11
Advertise with us	22



AND YOU

PRESENTATION OF LA SOURCE

# Who are we?

Since 1999, La Source / The Source has stood out as the **only bilingual media outlet in British Columbia** entirely dedicated to intercultural dialogue. Founded by Mamadou Gangué, the newspaper was born from a deep desire: **to offer a platform for the many voices that make up the social fabric of the region and to reflect the richness of its communities.**

Every two weeks, we **tell the story of Vancouver and British Columbia through a dual perspective**, attentive to diversity, inclusion, and the social, cultural, and political dynamics that shape our times.

Available **in both French and English, in print and online**, La Source allows readers to stay informed in the language of their choice, a linguistic anchor that reflects the province's pluralistic reality.

Independent and deeply rooted in its territory, La Source is much more than a newspaper: **it is a living link between cultures, generations, and ideas.** Our readers, Francophones, Francophiles, Anglophones, and Allophones, see themselves in it, connect through it, and envision the future with it.

Distributed throughout British Columbia, our print edition is amplified by an active digital presence, through our website and social media platforms. **Each issue offers our partners the opportunity to connect with a curious, engaged community with a resolutely global outlook.**



# Why do we exist?

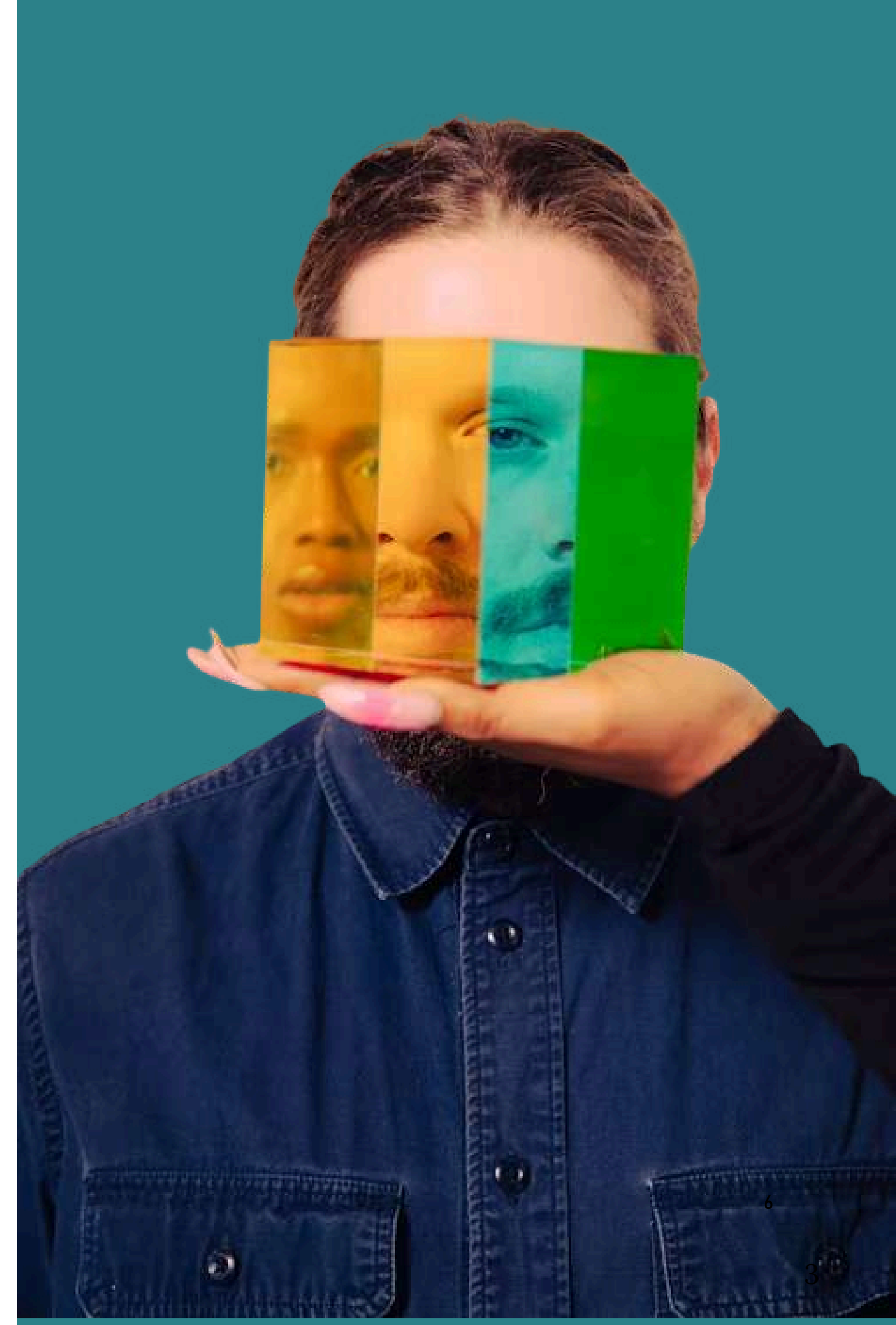
**La Source / The Source** was born from a fundamental need: to create a space for **dialogue between cultures, languages, and lived experiences**. Since 1999, we've been shining a light on the richness of diversity in British Columbia and giving a voice to those who are too often unheard.

In a world saturated with polarized discourse and misinformation, **we stand for journalism that is rigorous, accessible, and deeply human**, in both French and English. Our journalists and columnists aren't here to make noise; **they're here to make meaning**.

We believe that **the better we know each other, the better we live together**. By telling the stories of our communities, asking the right questions, and exploring the complex realities of our society, **we foster curiosity, understanding, and engagement**

**To inform with nuance. To inspire with clarity. To build connection.**

That's why La Source exists.





## What we do

- We tell the stories of the journeys, tensions, and solidarities that shape our intercultural society.
- We give voice to perspectives often missing from mainstream media.
- We foster reflection over reaction.
- We explore local issues with a perspective open to the world.
- We connect communities through bilingual, independent, and grounded reporting.
- **We help build an inclusive, curious, and constructive media space.**



## Our values

- Pluralism: We believe in the richness of diverse perspectives and the expression of multiple identities.
- Dialogue: We promote open exchange between cultures, languages, and generations.
- Inclusion: We shine a light on often underrepresented voices, with respect and fairness.
- Independence: We stand for journalism free from commercial or political influence.
- Responsibility: We value accuracy, journalistic ethics, and respect for our readers.
- Curiosity: We explore complex realities with an open, critical, and engaged mindset.



 AND YOU

# ECOSYSTEM AND EDITIONS

# The La Source's Ecosystem





OUR NEWSPAPER IS PUBLISHED **TWICE A MONTH, IN BOTH FRENCH AND ENGLISH**, IN A PRINT FORMAT DISTRIBUTED THROUGHOUT GREATER VANCOUVER, AS WELL AS ON OUR BILINGUAL WEBSITE.

## Our editions

Our digital platform, updated daily, offers original content, exclusive columns, profiles, visual reports, and ongoing coverage of intercultural news. It is the driving force behind the newspaper: extending, enriching, and amplifying our editorial mission beyond the print edition.

Each issue—print or online—explores a wide range of topics:

- Local and international news
- Arts and culture
- Social and intercultural issues
- Community initiatives
- Political and economic reflections

# Compelling themes in service of an intercultural mission

The Source gives voice to a wide range of perspectives through sections deeply rooted in local, social, and cultural issues.

**Our content is aimed at an engaged, curious, and connected community, one that values the plurality of voices.**

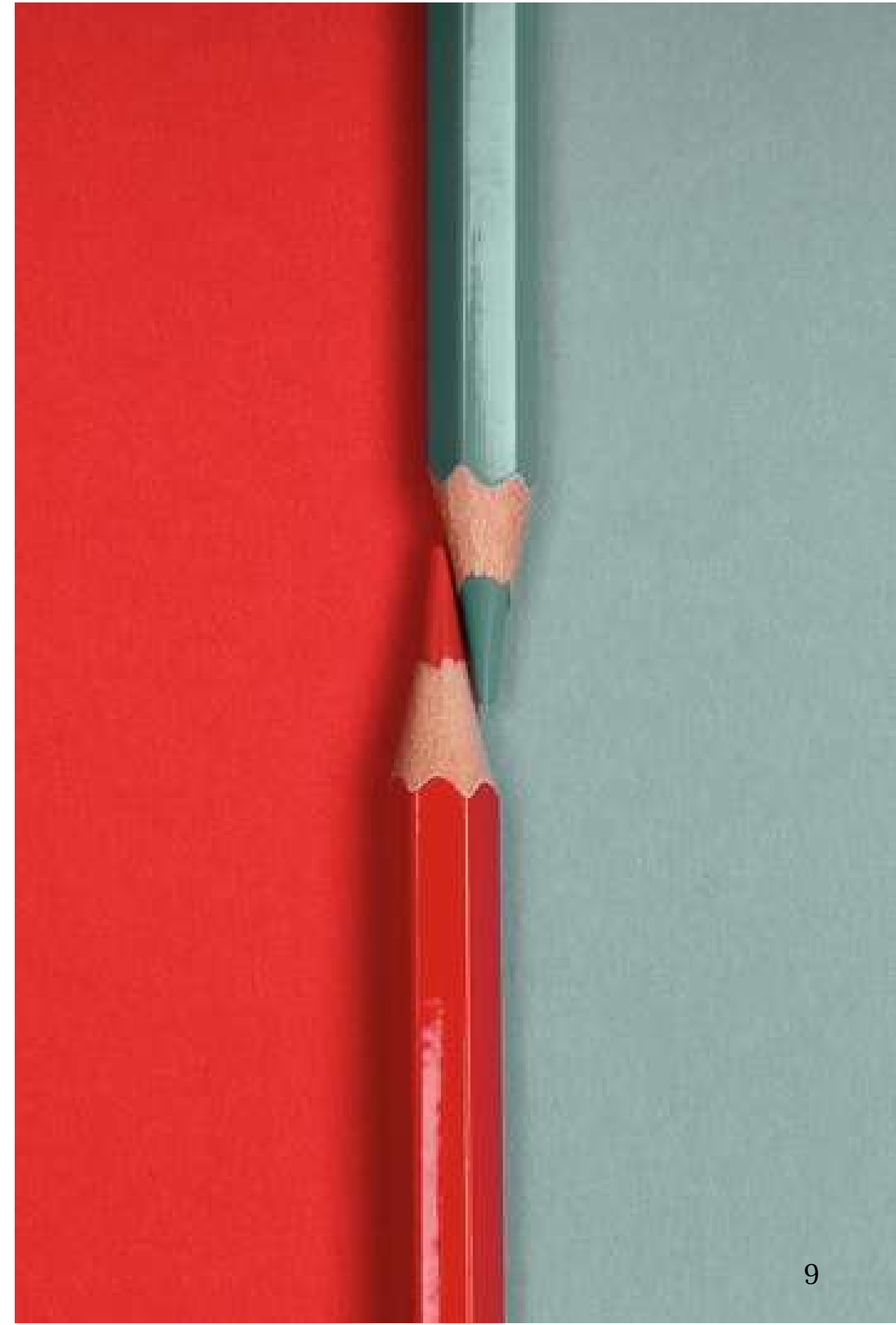
Flagship French-language content:

- Local journalism initiatives
- Thought-provoking columns
- Social issues
- Editorial selections
- Featured articles

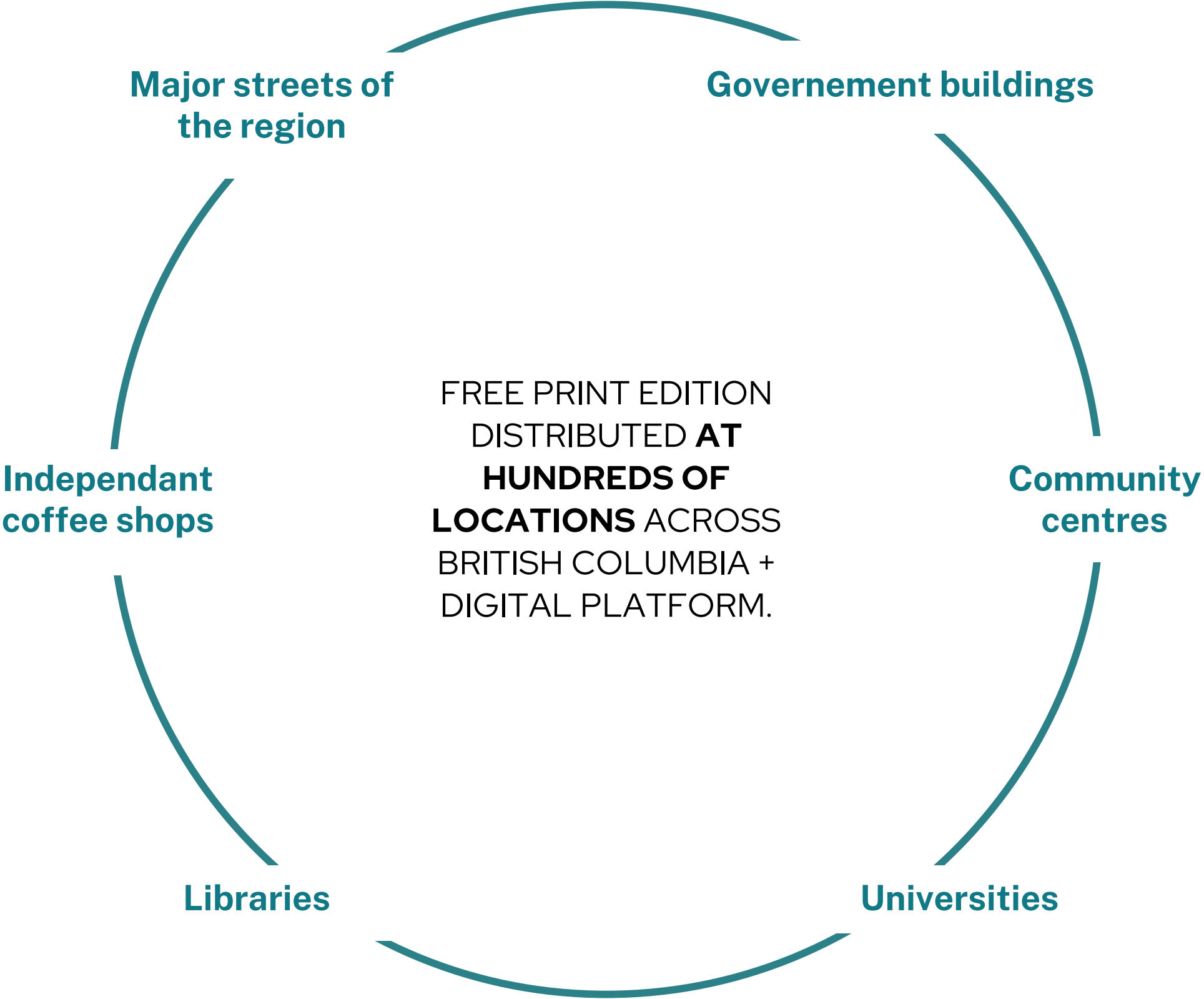
Flagship English-language content:

- Social issues
- Cultural content
- Editorial selections
- In-depth features (“Cover Stories”)

This dual offering reflects the richness of our audiences and makes The Source a vital space for intercultural dialogue and exchange.



# Distribution network

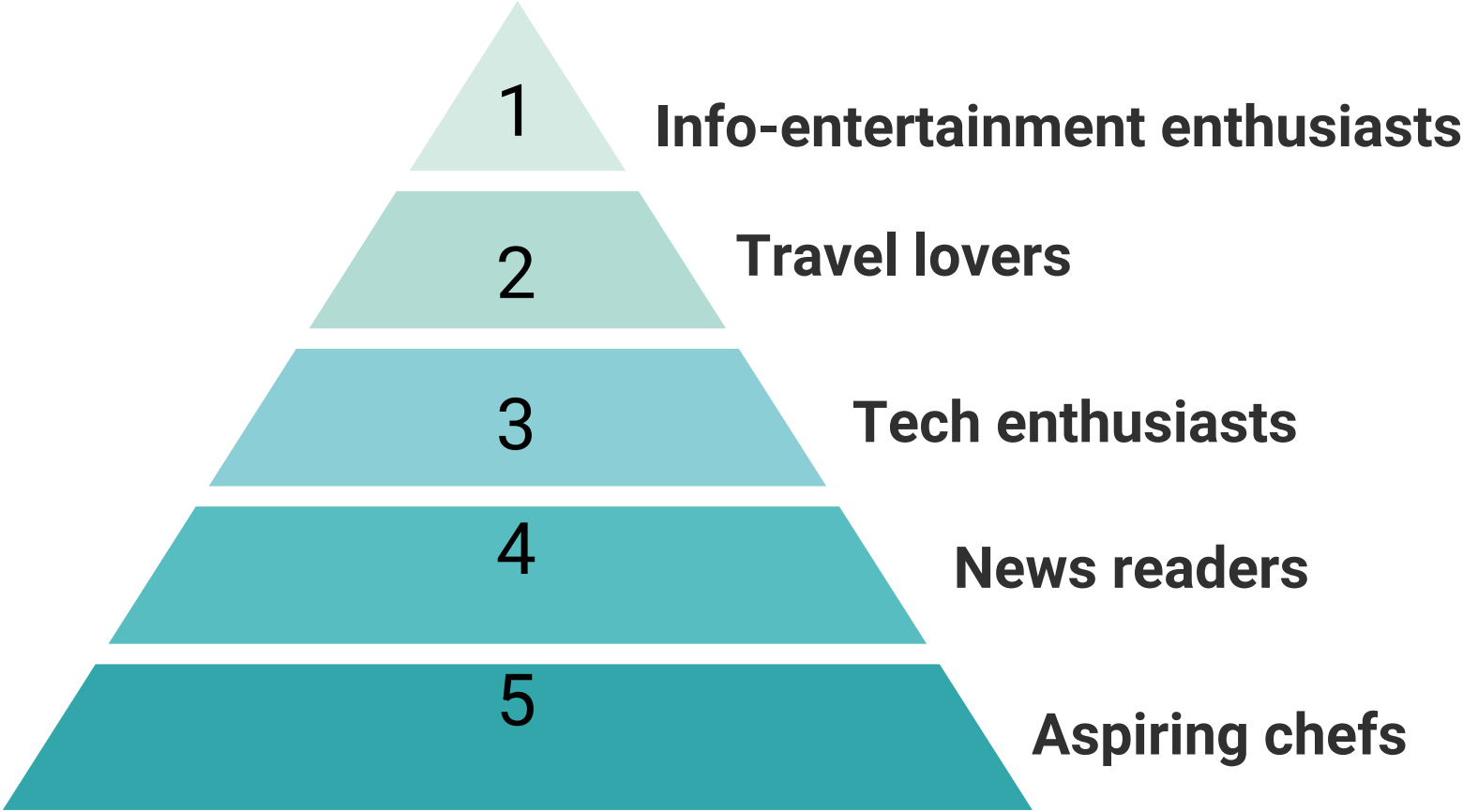
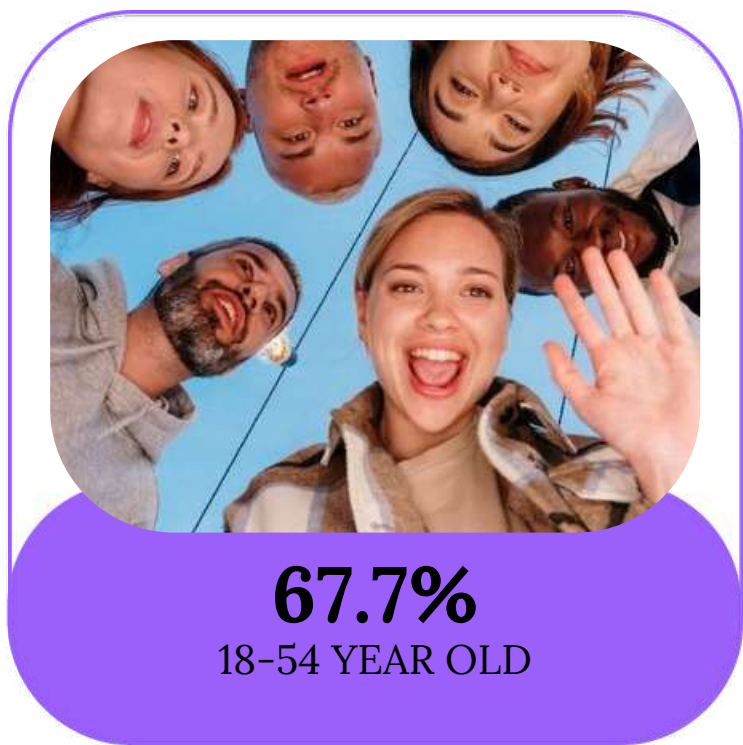
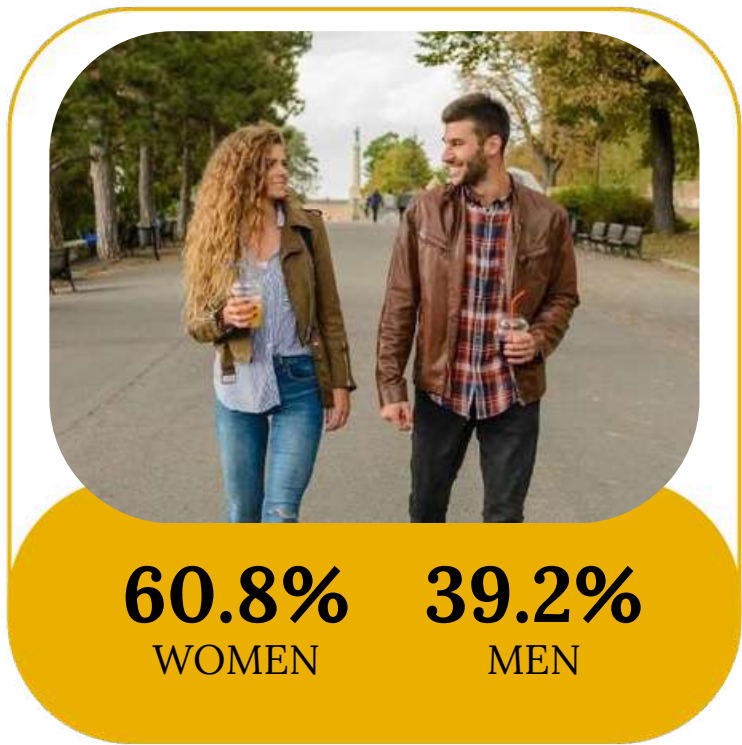




AND YOU

AUDIENCE AND PERFORMANCE

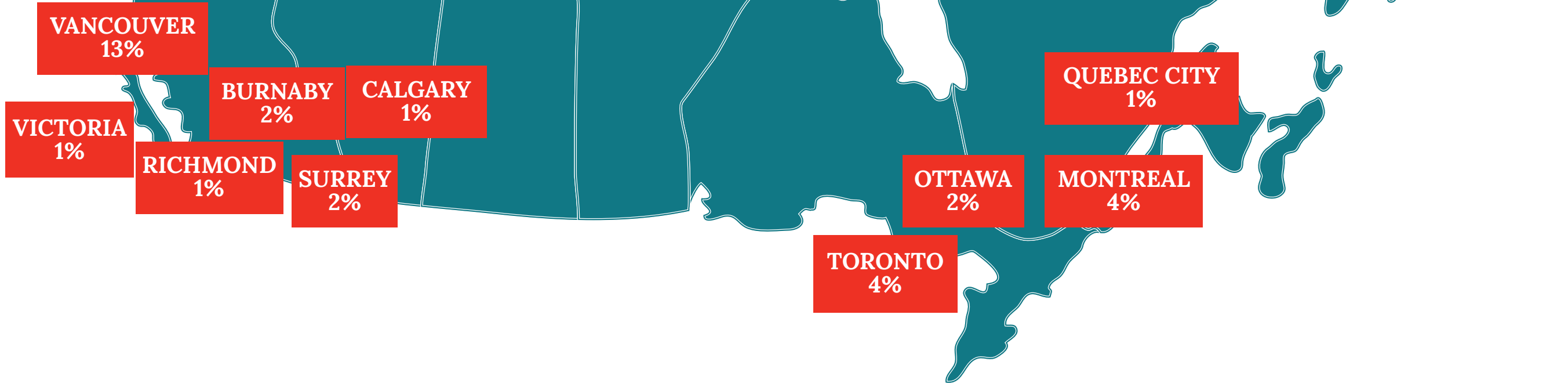
# Global audience overview



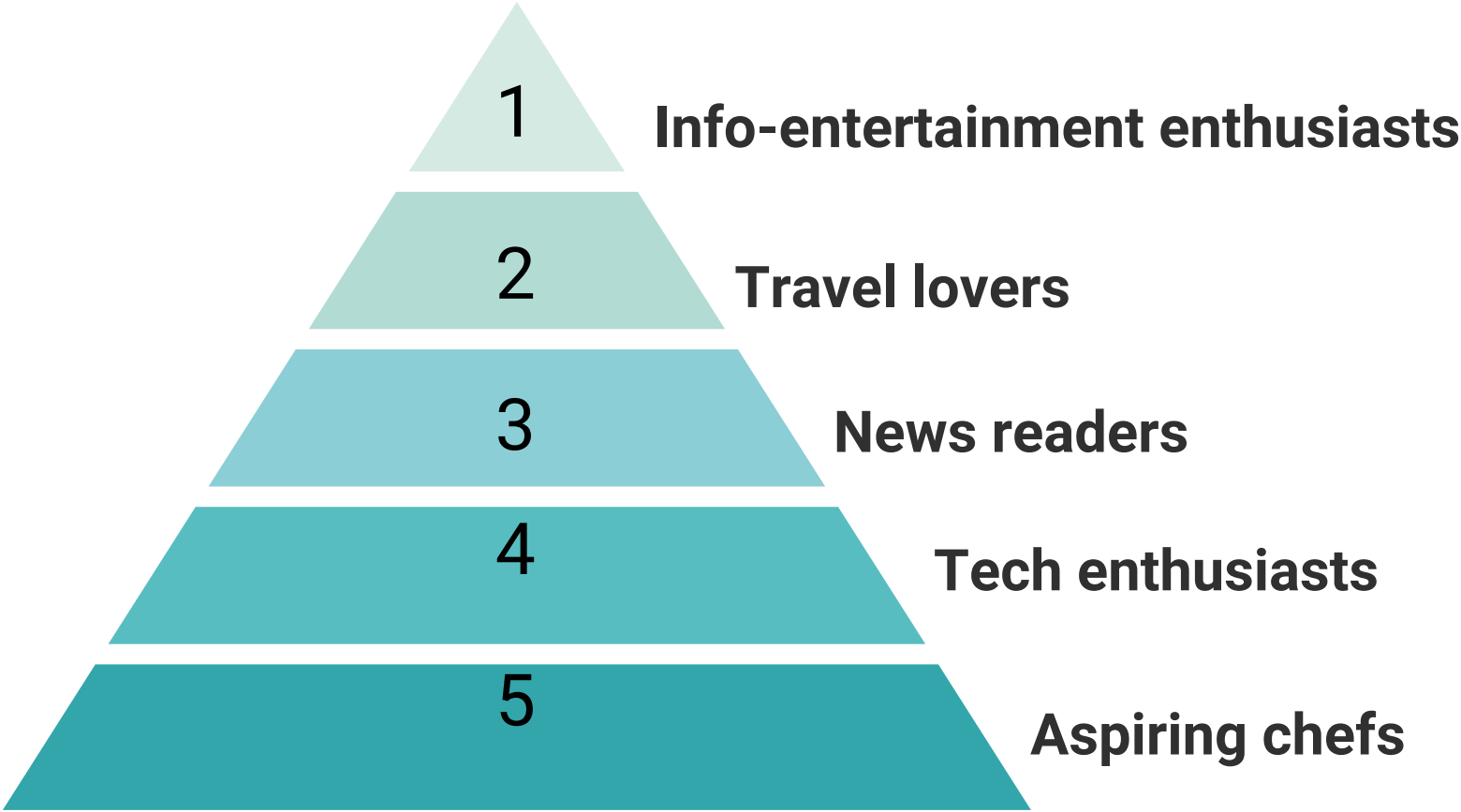
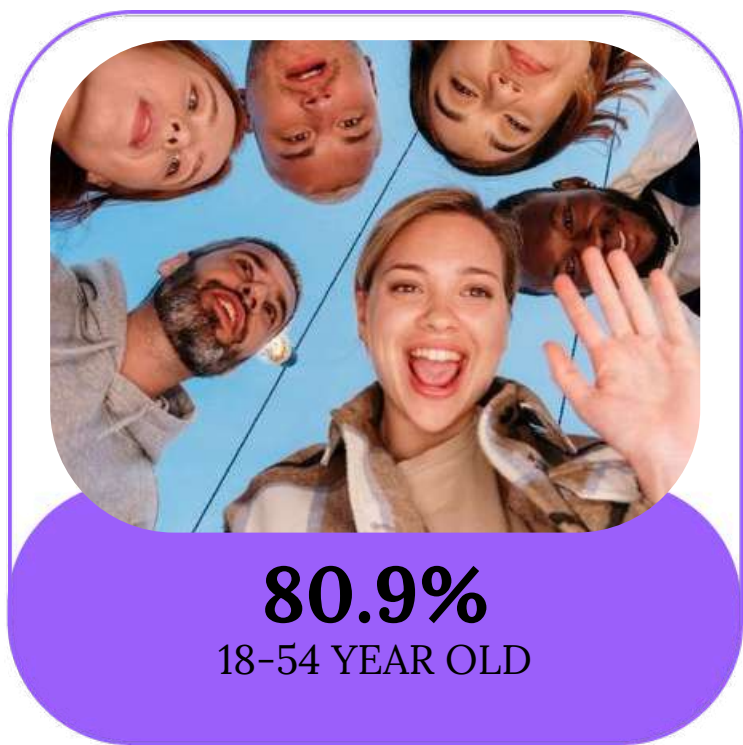
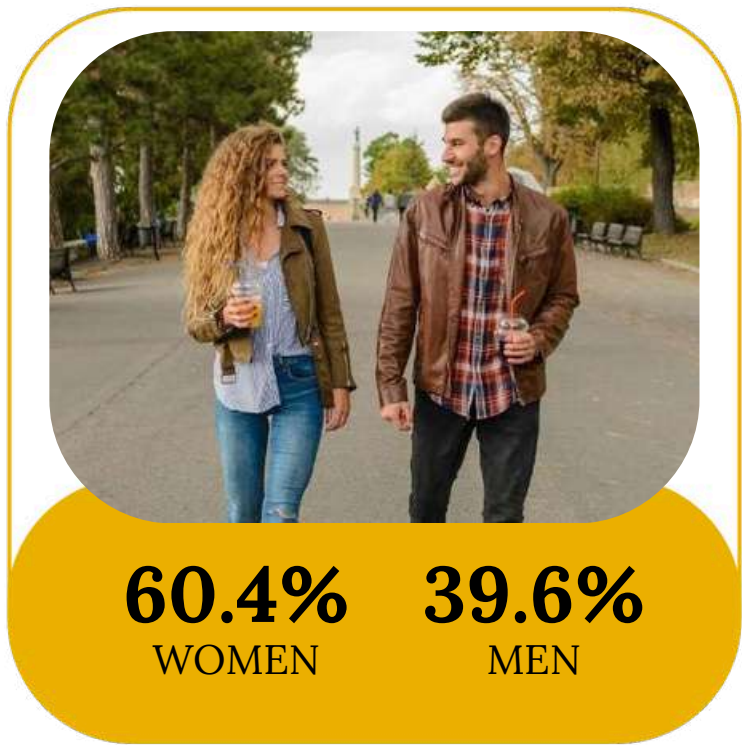
# Global audience on the map



A LOCALLY ENGAGED READERSHIP (13% IN VANCOUVER) STRATEGICALLY DISTRIBUTED ACROSS MAJOR URBAN CENTERS IN CANADA AND INTERNATIONALLY — A UNIQUE ASSET FOR HIGH-IMPACT CAMPAIGNS.



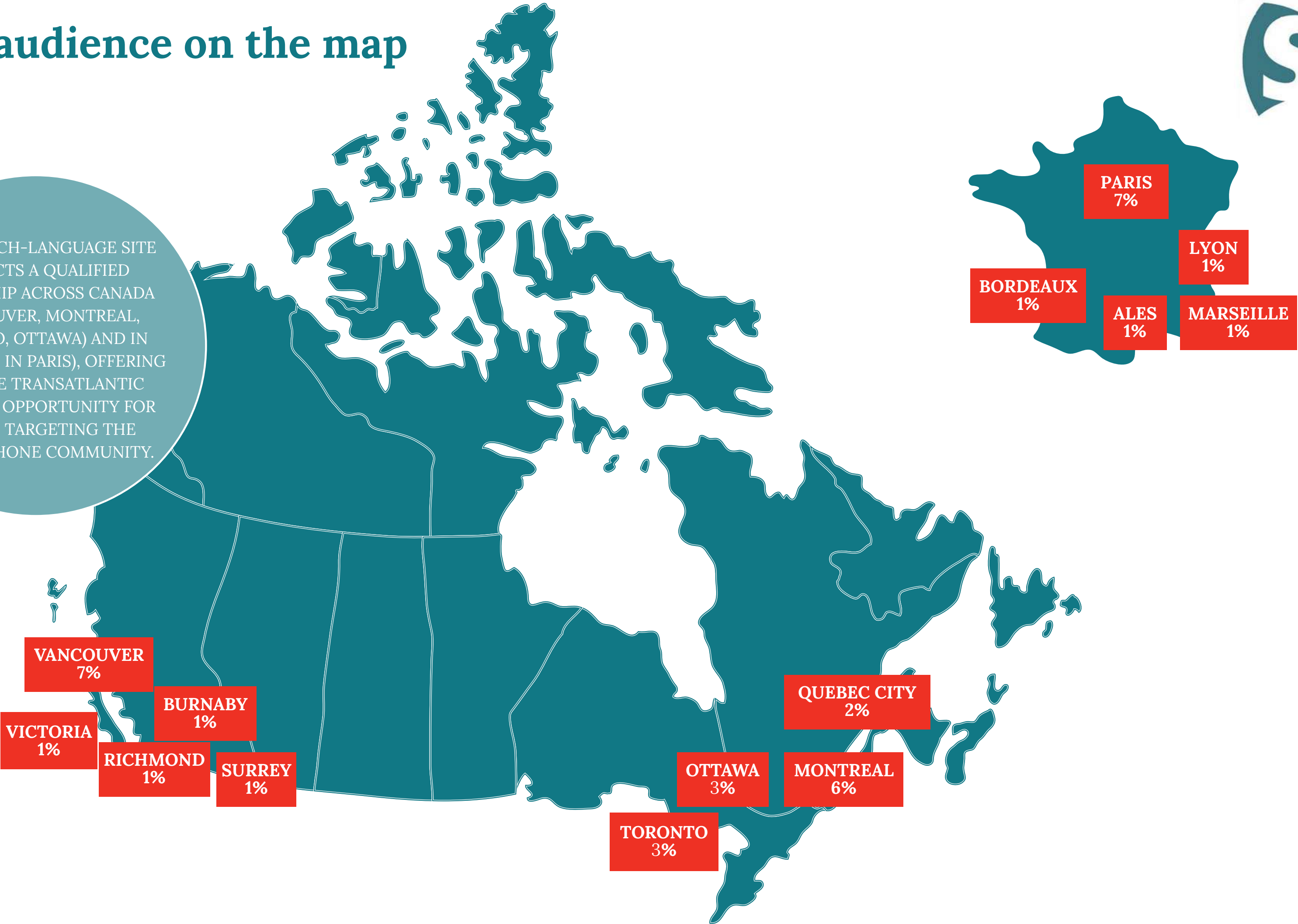
# Francophone audience overview



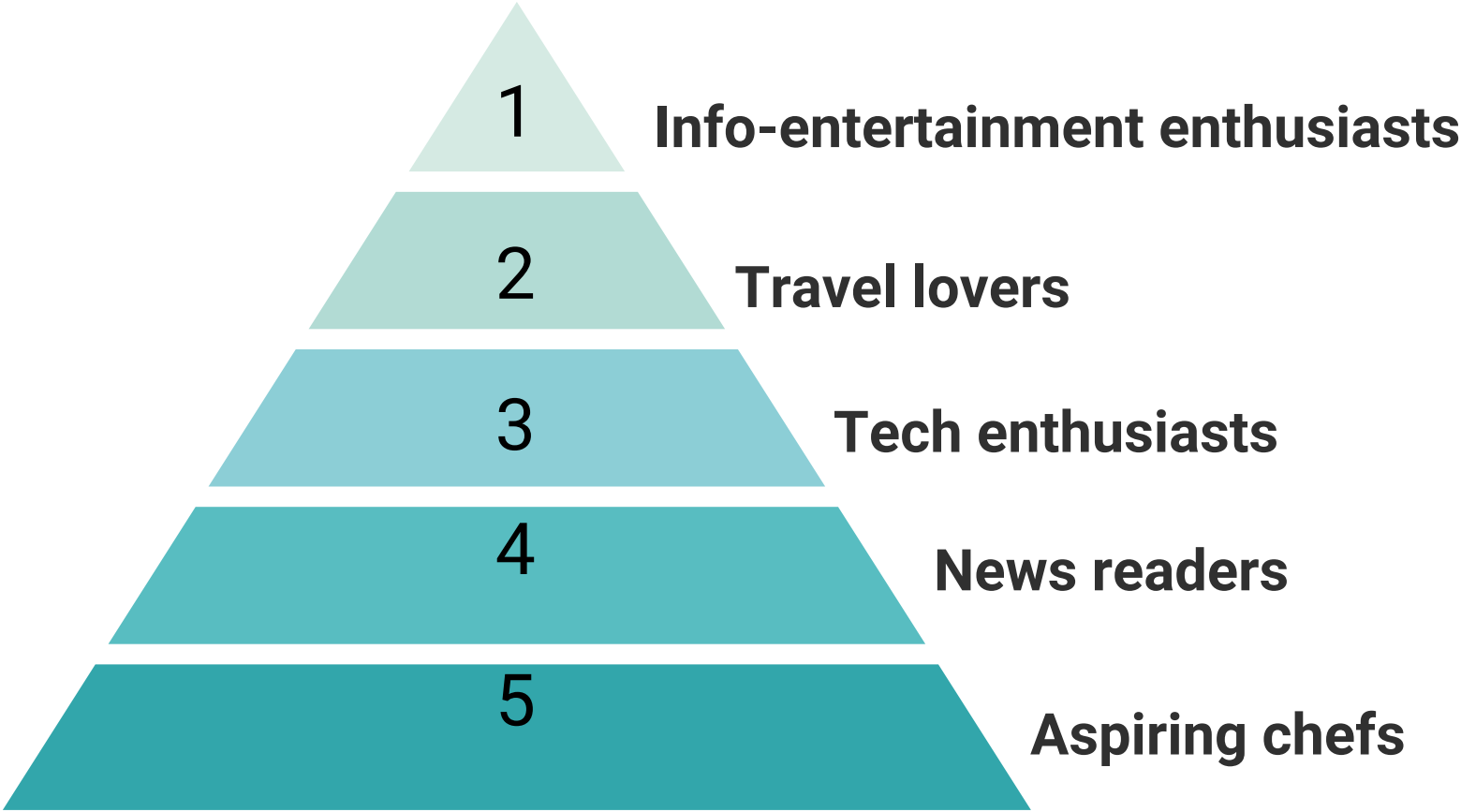
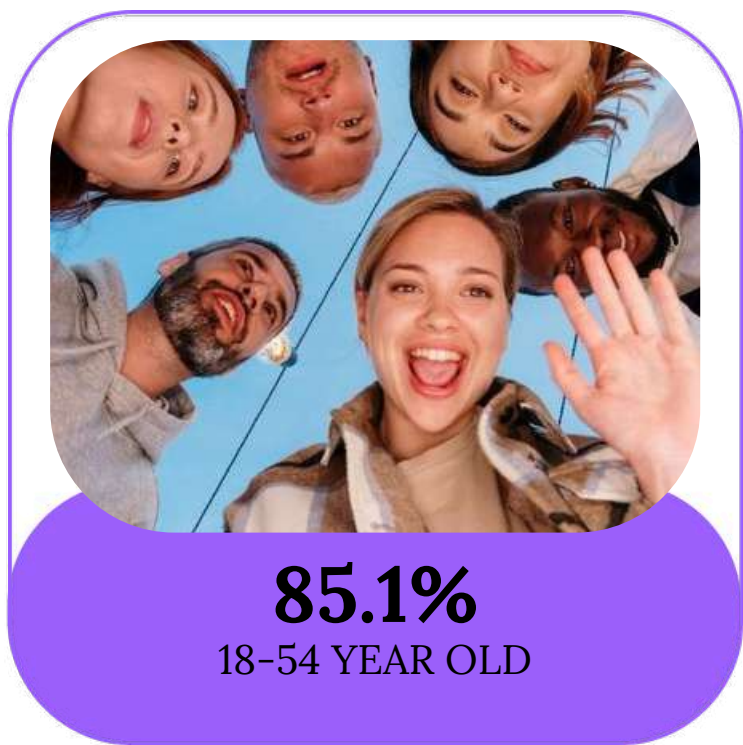
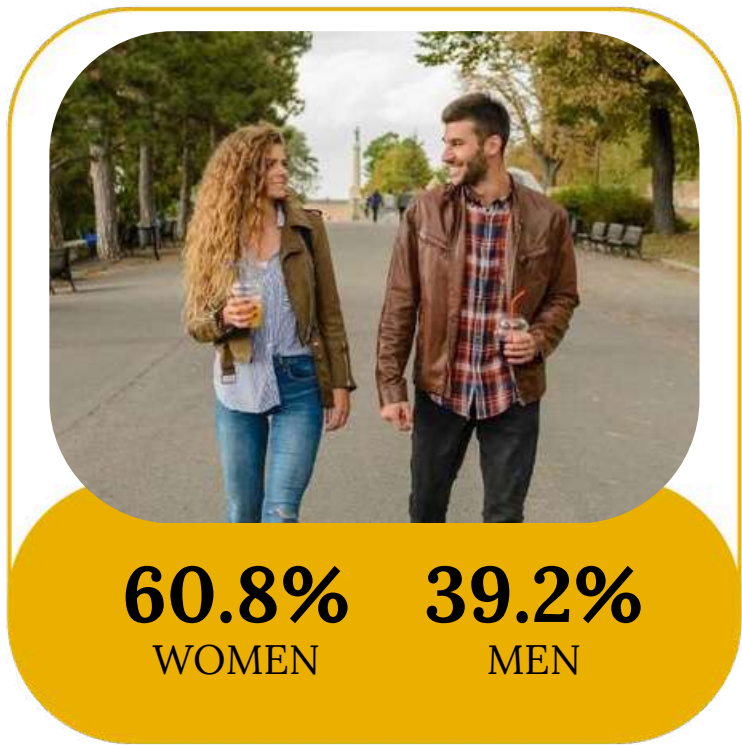
# Francophone audience on the map



OUR FRENCH-LANGUAGE SITE ATTRACTS A QUALIFIED READERSHIP ACROSS CANADA (VANCOUVER, MONTREAL, TORONTO, OTTAWA) AND IN FRANCE (7% IN PARIS), OFFERING A UNIQUE TRANSATLANTIC VISIBILITY OPPORTUNITY FOR BRANDS TARGETING THE FRANCOPHONE COMMUNITY.



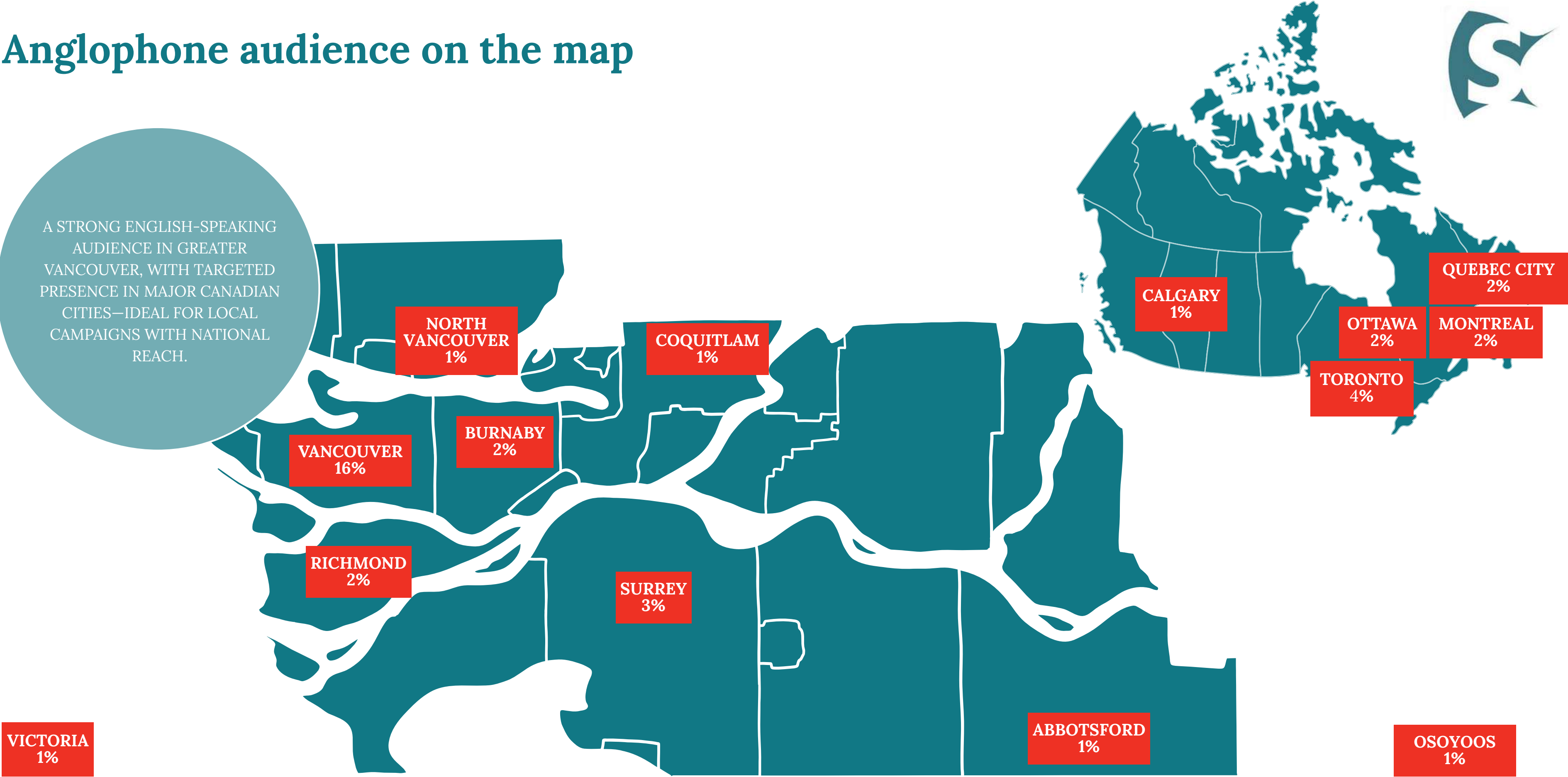
# Anglophone audience overview



# Anglophone audience on the map



A STRONG ENGLISH-SPEAKING AUDIENCE IN GREATER VANCOUVER, WITH TARGETED PRESENCE IN MAJOR CANADIAN CITIES—IDEAL FOR LOCAL CAMPAIGNS WITH NATIONAL REACH.



# A curious, engaged, and steadily growing audience across the site overall

4,000

VISITORS / MONTH

88%

NEW VISITORS

8,100

PAGES VIEWS PER MONTH

WITH A MAJORITY OF NEW READERS AND SUSTAINED READING TIME, LA SOURCE IS AN IDEAL ENVIRONMENT TO ELEVATE YOUR BRAND AMONG A RECEPTIVE MULTICULTURAL AUDIENCE.



# A growing readership attracted by authentic and targeted content on the French-language site

1,623

VISITORS / MONTH

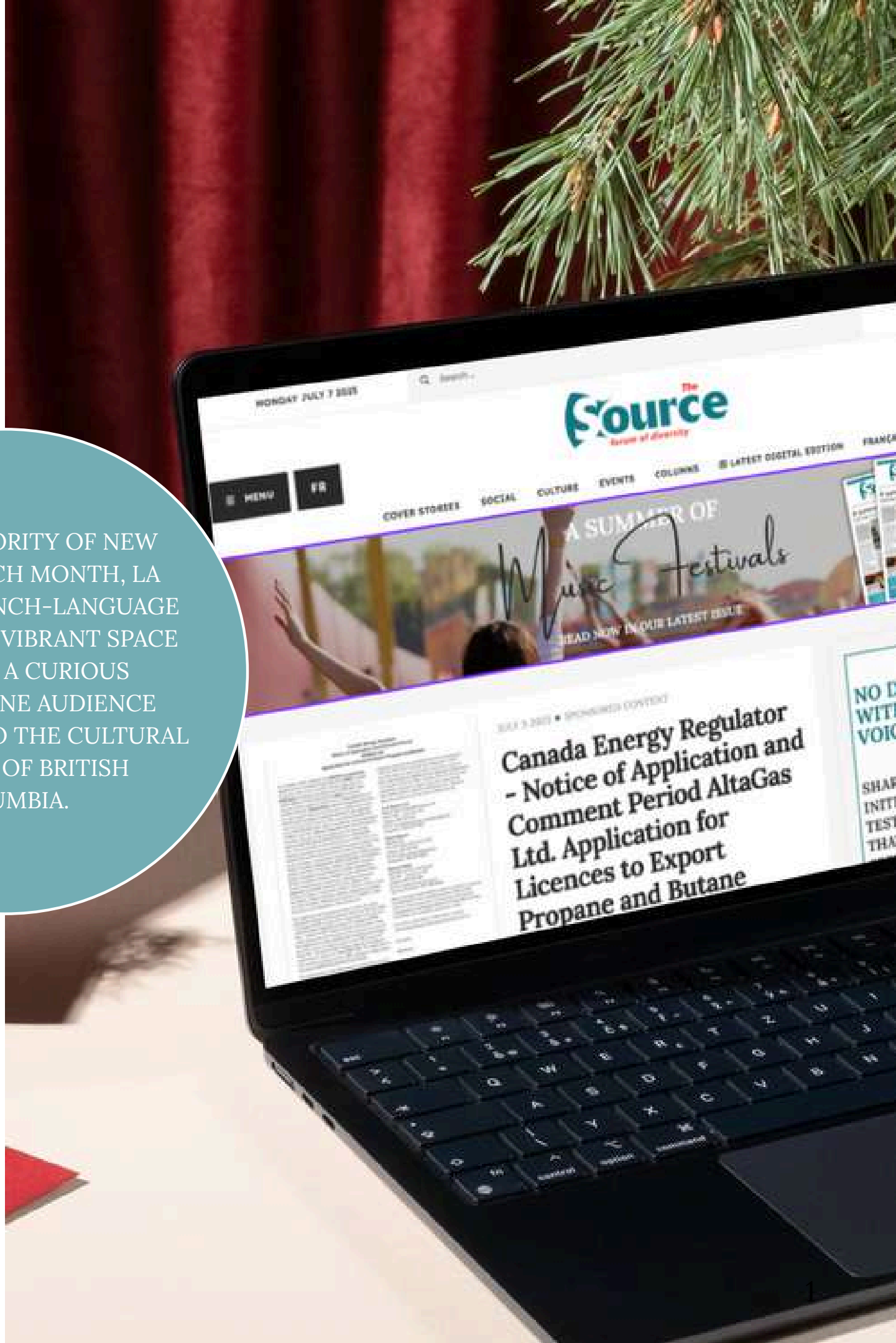
92%

NEW VISITORS

3,160

PAGES VIEWS PER MONTH

WITH A MAJORITY OF NEW VISITORS EACH MONTH, LA SOURCE'S FRENCH-LANGUAGE SITE OFFERS A VIBRANT SPACE TO REACH A CURIOUS FRANCOPHONE AUDIENCE CONNECTED TO THE CULTURAL REALITIES OF BRITISH COLUMBIA.



A steadily growing readership, curious and open to the world, on the English-language site

2,484

VISITORS / MONTH

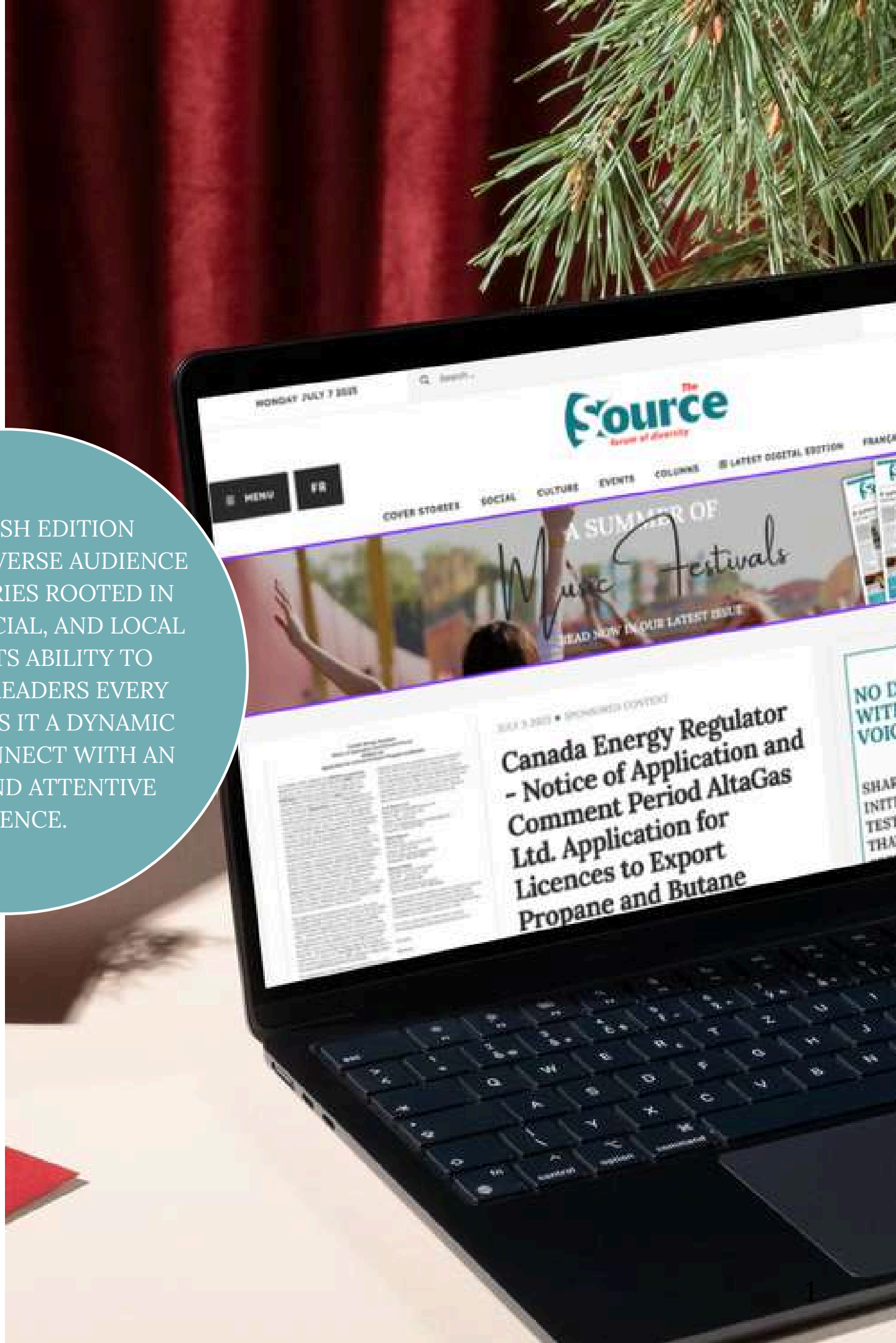
97%

NEW VISITORS

4,981

PAGES VIEWS PER MONTH

THE ENGLISH EDITION ATTRACTS A DIVERSE AUDIENCE SEEKING STORIES ROOTED IN CULTURAL, SOCIAL, AND LOCAL REALITIES. ITS ABILITY TO REACH NEW READERS EVERY MONTH MAKES IT A DYNAMIC SPACE TO CONNECT WITH AN ENGAGED AND ATTENTIVE AUDIENCE.



# A primarily local audience on social media.

1,677

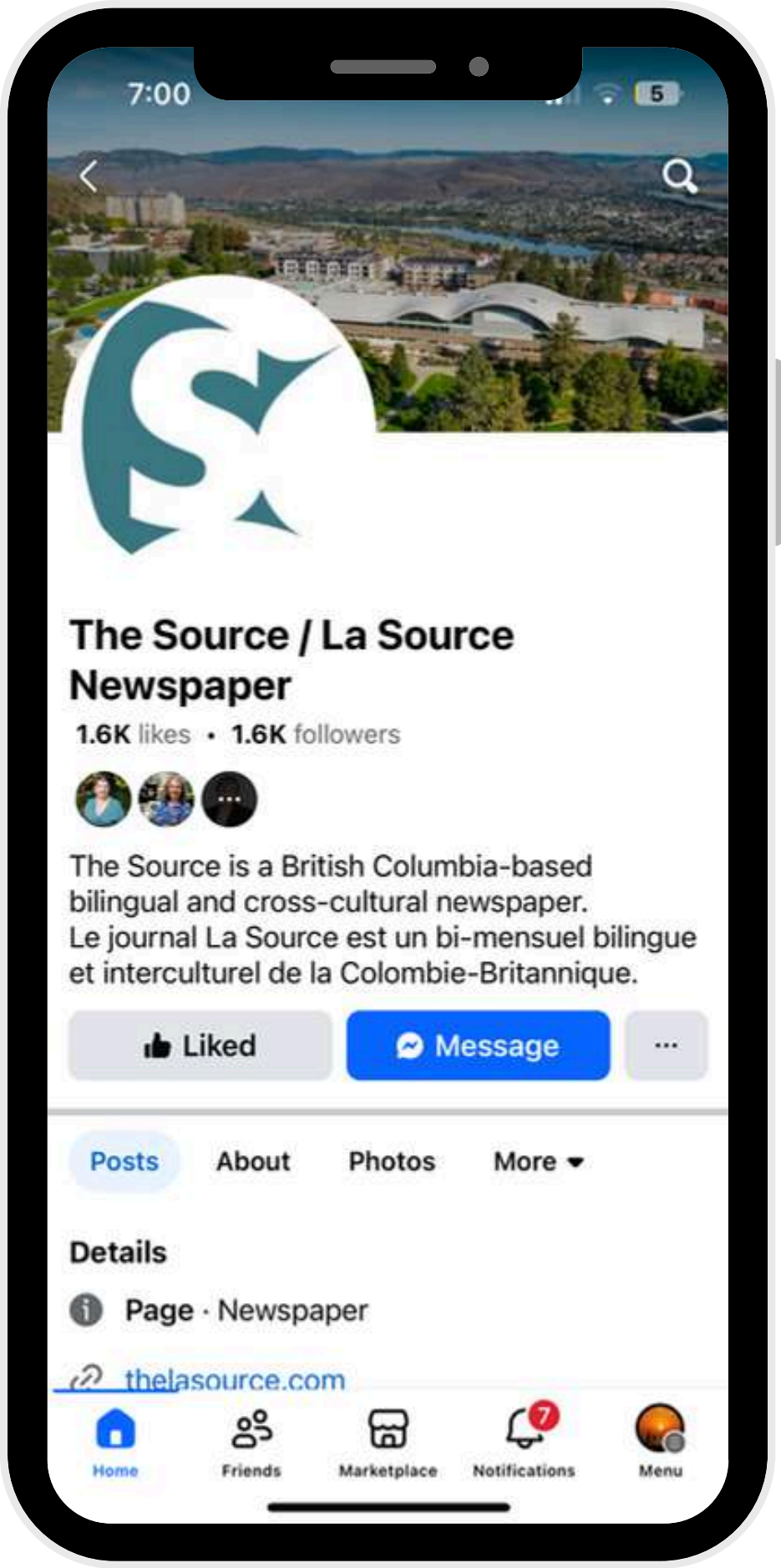
FOLLOWERS ON FACEBOOK

35%

IN THE GREATER VANCOUVER

62.8%

WOMEN, MOSTLY 35-44 YEARS OLD





YOUR OPPORTUNITIES:  
ADVERTISE WITH US

# Why advertise with La Source ?



1

## **Join an engaged, curious, and connected community**

Our Francophone, Anglophone, and cross-cultural readership stays informed and exchanges around essential local, social, and cultural issues.

2

## **Gain unique visibility in British Columbia**

La Source is the only provincial bilingual media fully dedicated to intercultural dialogue, with print distribution throughout the region and a daily digital presence.

3

## **Enhance your image by supporting an independent and ethical media outlet**

By advertising with us, you contribute to amplifying voices often missing from mainstream media.

4

## **Multiply your points of contact**

Through our bi-monthly print editions, our bilingual website updated daily, and our dynamic social media, your message reaches diverse audiences across multiple complementary formats.

5

## **Align with a meaningful mission**

By supporting La Source, you actively help build a space for exchange, dialogue, and inclusion at the heart of the Francophone and intercultural communities of the province.

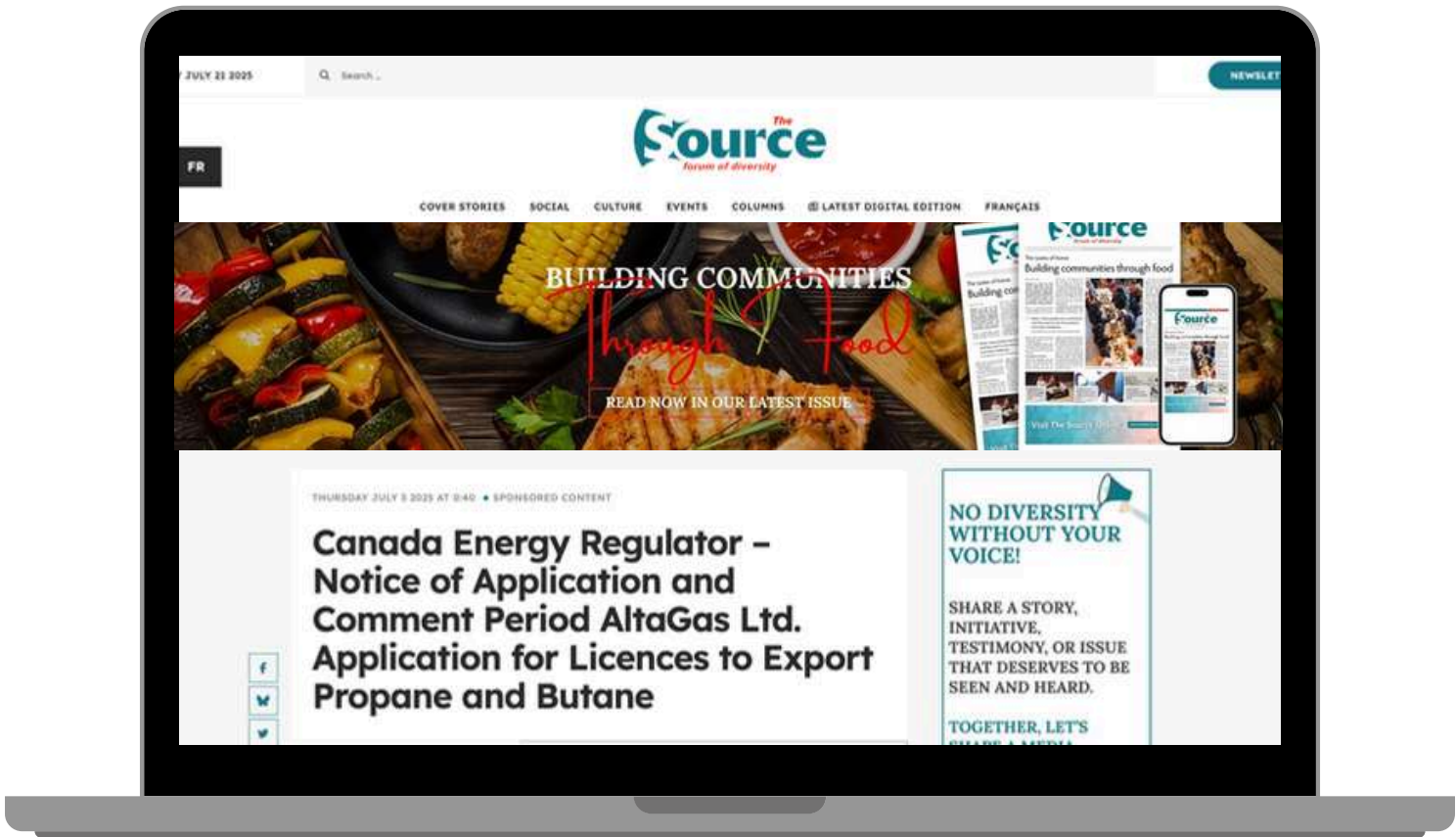
# Sponsored Content Offers



A sponsored content piece is an editorial or video format with a commercial purpose, crafted in an engaging narrative style. It combines journalistic authenticity with the strength of your brand message. Associate your brand with high-quality, engaging, and credible content by leveraging our editorial voice to tell your story, reach our audience, and enhance your image.

Benefit from our editorial expertise through an article

Benefit from our production expertise through a video



Custom Article Writing  
Powerful promotion across our entire digital and social ecosystem for a minimum of 2 weeks

Rates upon request

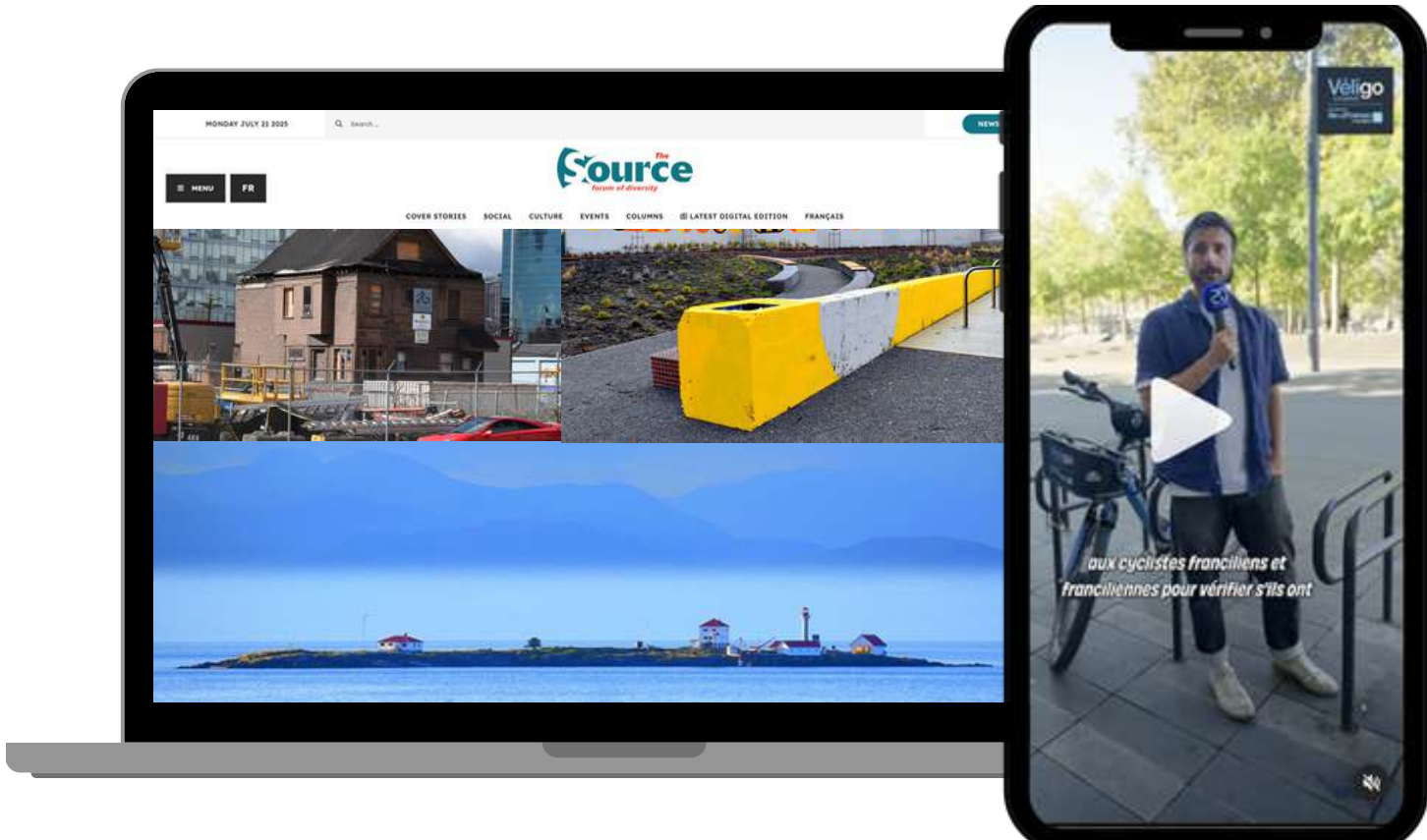


Photo Reportage, Interview, or Mini-Portrait Production  
Powerful promotion across our entire digital and social ecosystem for a minimum of 2 weeks

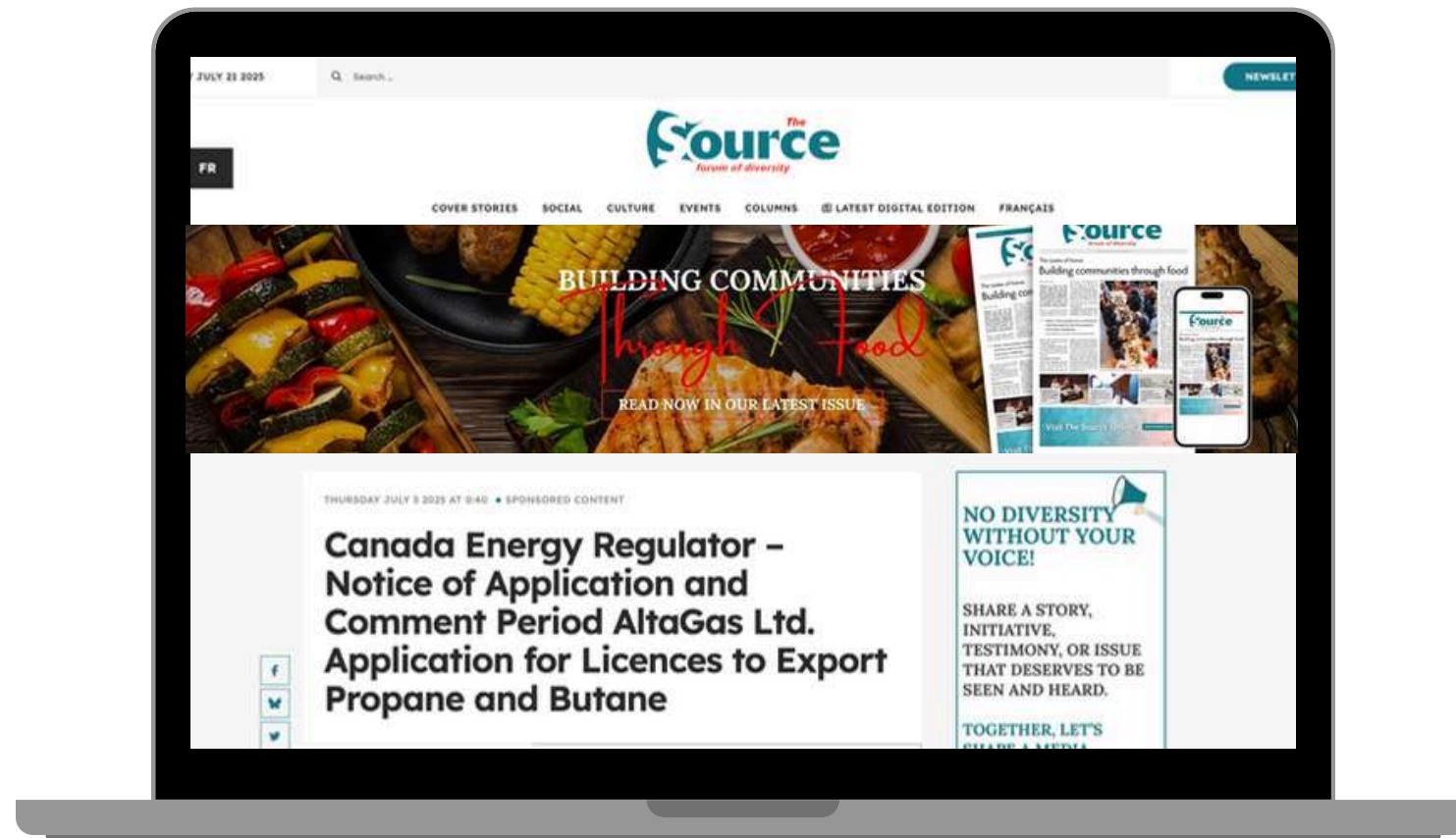
Rates upon request

# “Quartier” combo offer



Designed for cafés, small businesses, schools, organizations, and local entrepreneurs, this offer lets you reach an engaged, curious, and connected readership without breaking the bank.

Affordable local visibility



Rates upon request

What the offer includes:

- Discounted print ads
- Progressive discounts starting at 3 insertions
- Monthly advertising subscription option
- Possibility of an editorial article or mini-portrait

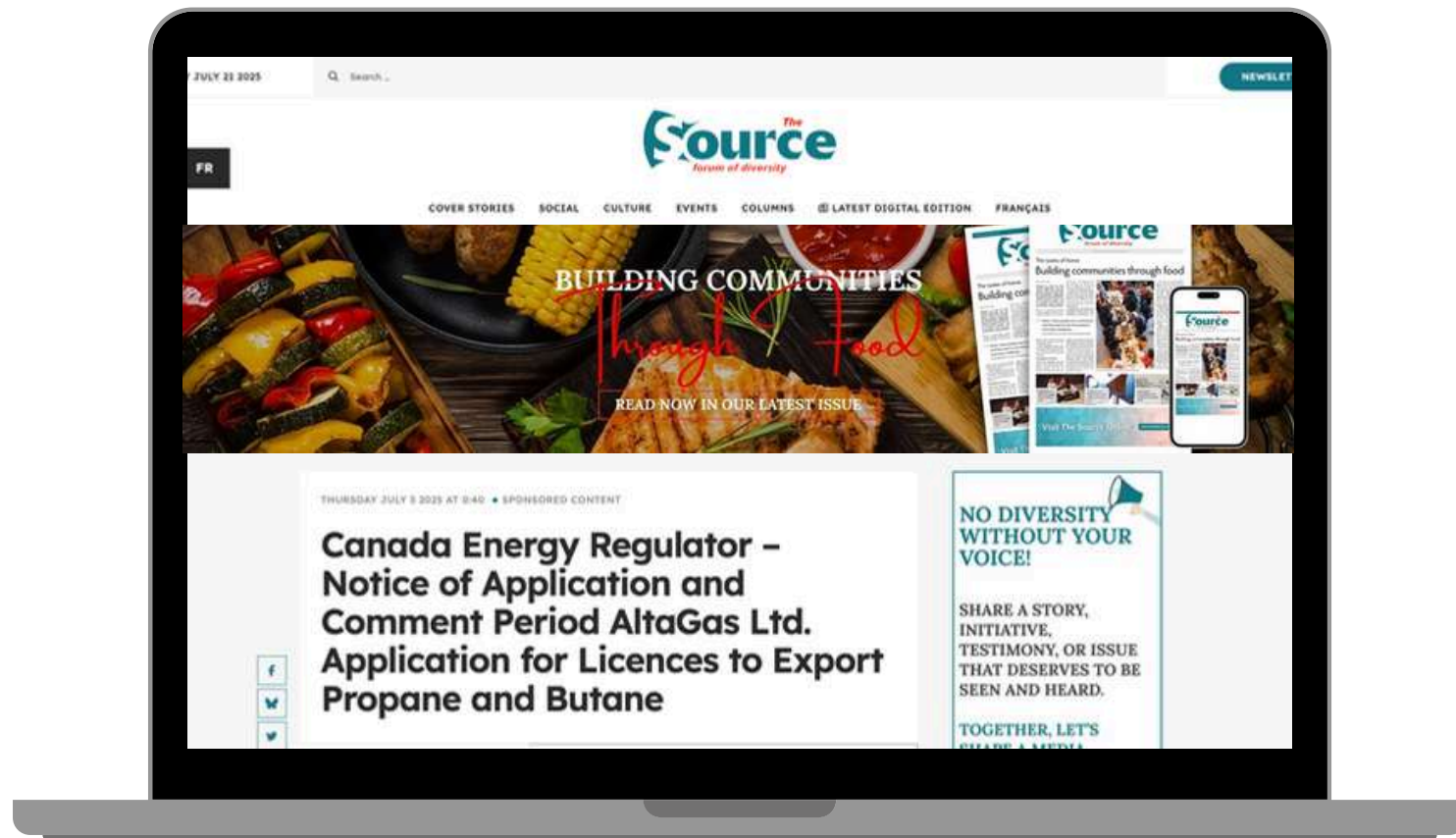
Leverage our editorial expertise to tell your story in a flexible, authentic, and accessible format – for those who bring our neighborhoods to life.

# “Edito” combo offer

Ideal for non-profits, festivals, language schools, or cultural organizations looking to share their mission or promote an event with authenticity and impact.



An editorial format that highlights and supports cultural and community leaders.



Rates upon request

What the offer includes:

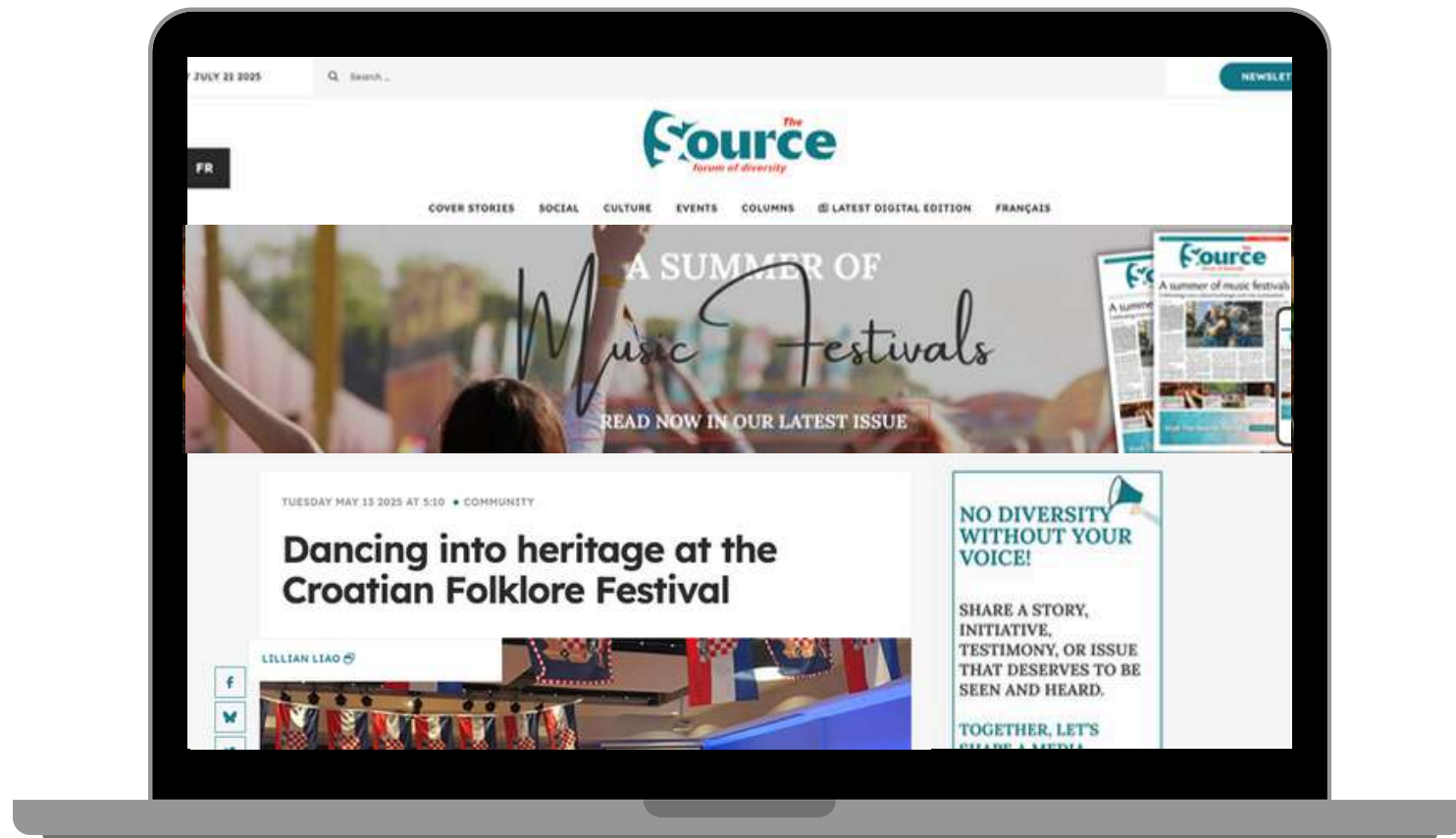
- 1 article co-created by La Source and you, approved by our editorial team
- 1 post on our social media channels
- “In partnership with...” mention for full transparency
- Discounts starting at 3 insertions

Engaging, authentic content aligned with your mission.

# “Classic Event” combo offer

Designed for event organizers (music, dance, theater, etc.) seeking **visibility before, during, and after their event**, both in the newspaper and online.

A full spotlight on your festivals and cultural events.



Rates upon request

What the offer includes:

- 1 carefully written web article (500 to 700 words)
- Ad banners (330x280 or 728x90) displayed for 2 weeks
- 1 post on Facebook and Instagram
- Featured placement in the Events section for 2 weeks

Rich content, multichannel visibility, targeted audience.

Custom options available to suit your needs.

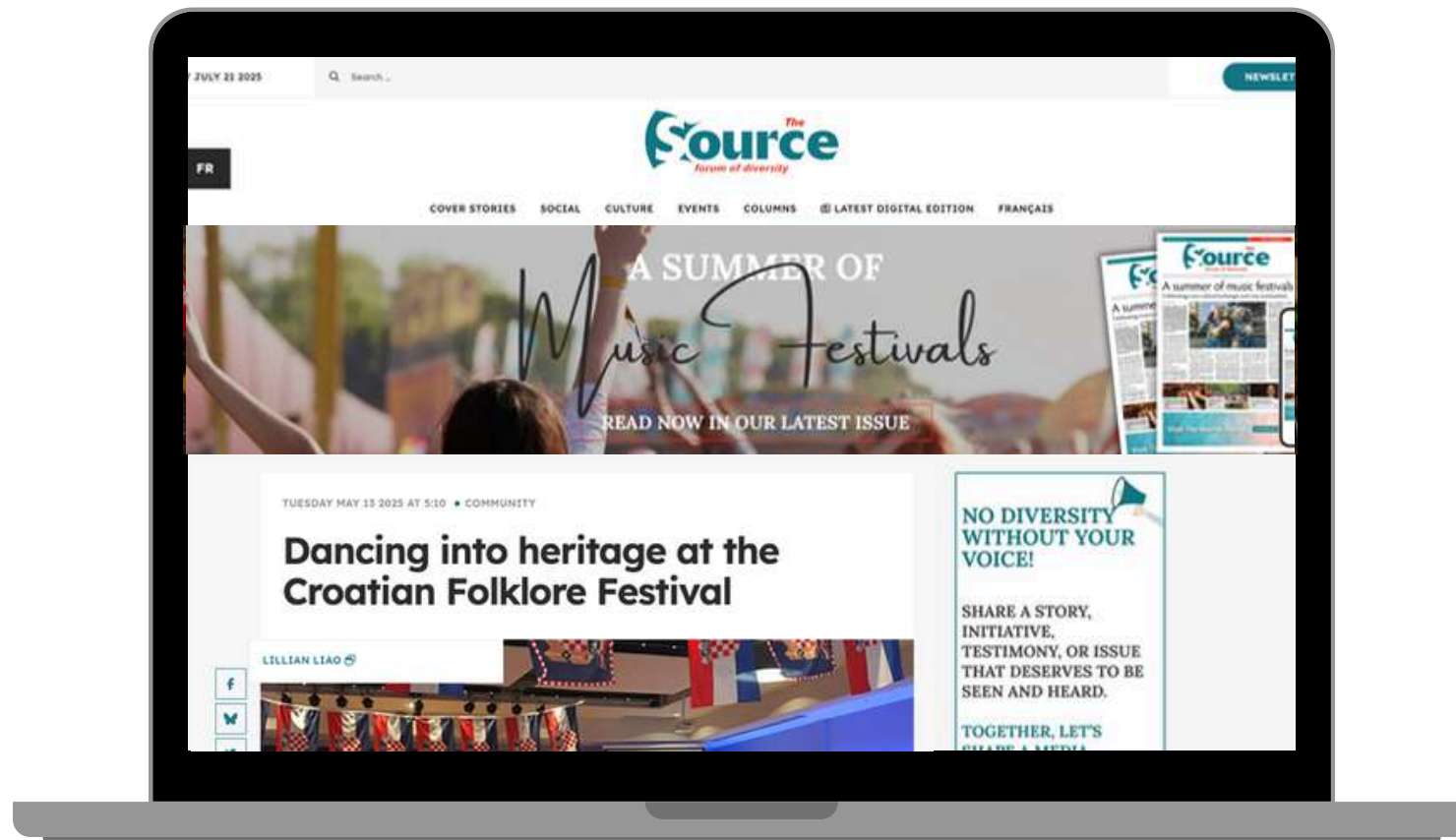




# “Enhanced Event” combo offer

Designed for cultural events aiming to maximize media impact, this package **includes everything from the “Classic Event” offer, plus additional visual and editorial elements** to create a stronger connection with your audience.

An enriched coverage to showcase your event.



Rates upon request

What's included:

- Everything from the “Classic Event” package (web article, banners, social media posts, newsletter mention, featured placement)
- 1 photo report (5 to 8 photos published online and shared on our social channels)
- 1 interview or mini-profile of an artist or organizer

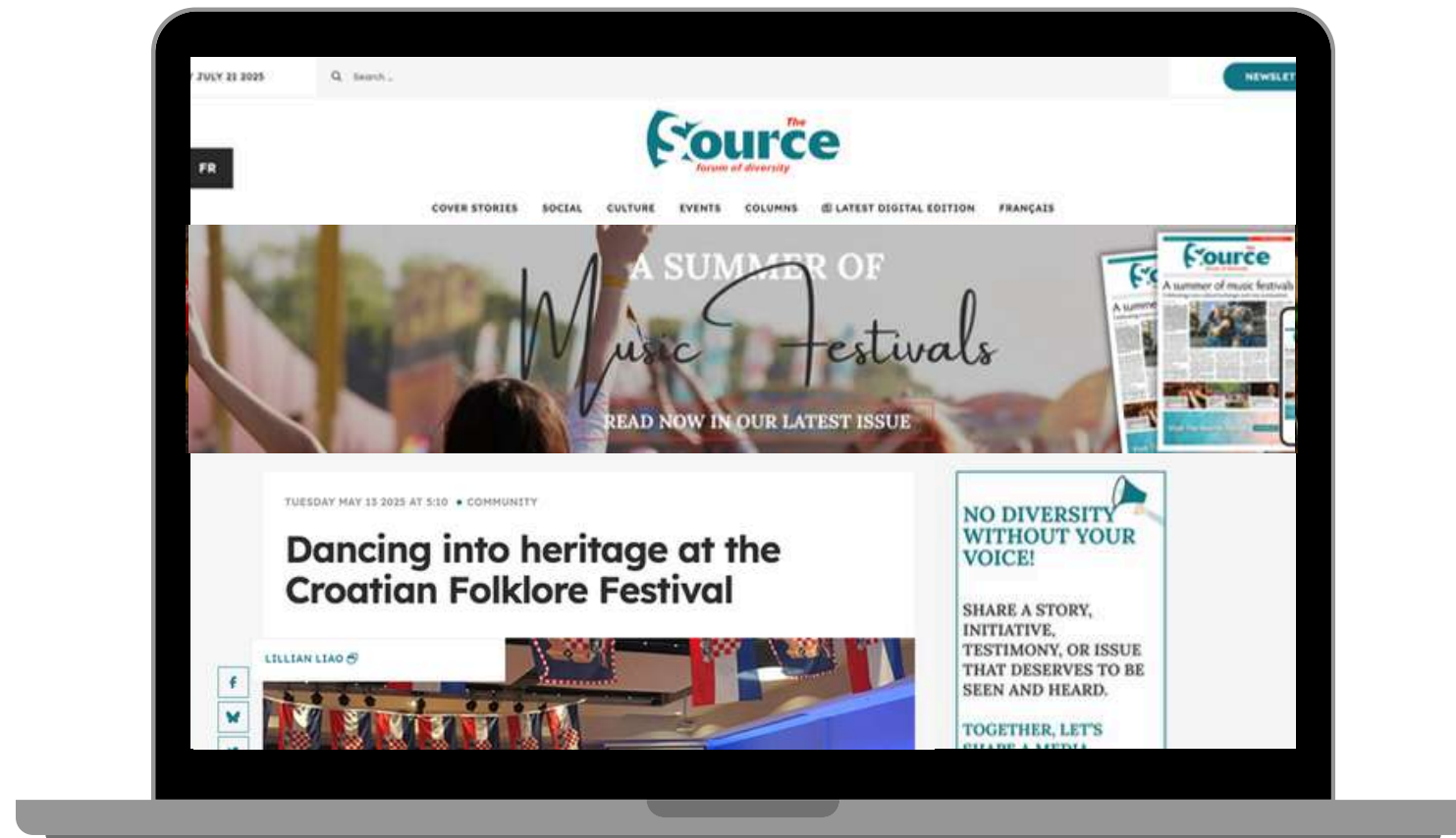
Perfect for telling your event's story through images and voices while benefiting from comprehensive coverage.



# “Premium Event” combo offer

This package is designed for events seeking **maximum presence** across our editorial, visual, and social channels. It **includes all content from the “Classic” and “Enhanced” packages, plus video content and boosted social media posts.**

The most comprehensive media experience to showcase your cultural event.



Rates upon request

What's included:

- Everything from the “Classic” and “Enhanced” packages
- 1 short video or reel (30 to 60 seconds) for Instagram/Facebook
- 2 additional social media posts scheduled around the event date
- 1 carousel or mini-story post-event to sustain engagement

Ideal for high-profile events aiming to captivate their audience before, during, and after the occasion.

# Thematic & seasonal offers



La Source offers special campaigns throughout the year to highlight key community and cultural moments.

Month	Topic	Examples of partners	Offer
March	Francophonie Month	Cultural associations, schools, festivals	Special offers + co-branded content
May	Asian Pacific Heritage Month	Festivals, Asian businesses	Social carousel + print edition ad
June	Pride / LGBTQ+ Diversity Month	LGBTQ+ associations, artists, inclusive businesses	Interviews + sponsored content
June-August	Summer in Vancouver	Tourism, restaurants, outdoor activities	Sponsored “Summer Guide”
September	Back to school	Summer in Vancouver	20% off on print + web combo
October	Immigration month	Welcome organizations, municipalities	“Immigrant Journeys” series
November	Local shopping / Ethical consumption	Local businesses, artisans, cooperatives	Responsible gift guide
December	Holiday season	Markets, local shops	Sponsored mini-profiles

Rates upon request

# “À la carte” print options



Choose a targeted presence in our print edition with flexible, affordable formats tailored to your goals.



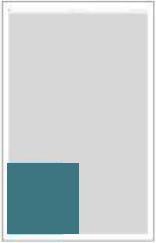
Format	Description
Full page	10" W x 16.166" H 25,4 cm W x 41,06 cm H
½ page	10" W x 8.083" H OR 5.9333" W x 16.166" H 25,4 cm W x 20,53 cm H OR 15,07 cm W x 41,06 cm H
1/3 page	7.9667" W x 7.8" H 20,24 cm W x 19,81 cm H
¼ horizontal / ¼ square	5.9333" E x 7.9667" H OR 7.9667" W x 5.933" H 15,07 cm W x 20,24 cm H OR 20,24 cm W x 15,07 cm H
⅙ horizontal / ⅙ vertical	5.9333" W x 3.9" H OR 3.9" W x 5.9333" H 15,07 cm W x 9,91 cm H OU 9,91 cm W x 15,07 cm H

Rates upon request

# “À la carte” print options



Choose a targeted presence in our print edition with flexible, affordable formats tailored to your goals.

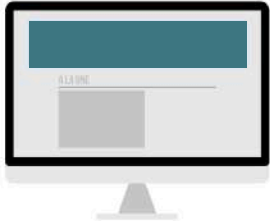
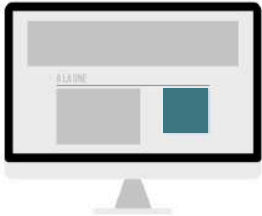
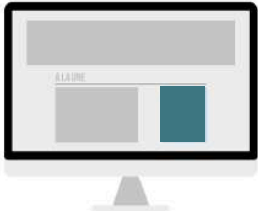
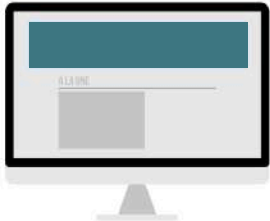
Format	Description
Module 	5.9333" W x 2.694" H 15,07 cm W X 6,84 cm H
Banner 	10" W x 2.694" H 25,4 cm W X 6,84 cm H
Business card 	3.95" W x 2.694" H 10,03 cm W X 6,84 cm H

Rates upon request

# “À la carte” digital options



Boost your online visibility with our flexible options: web banners, social media posts, sponsored content, and more.

Format	Description
Mega banner 	728x90px   970x250px   300x100px, 30 days
Square 	300x250px (incluant format vidéo), 30 days
Expand 	336x280px, 30 days
Sponsoring 	728x90px   970x250px   300x100px, 30 days
Event	Event spotlight featured for 30 days
Social media post	1 post on FB and Instagram

Rates upon request



# EXAMPLES

## EXAMPLES OF CAMPAIGNS

# Case 1 : 100% Digital Campaign

Industry: Media



- 1-month campaign 100% digital on the FR website

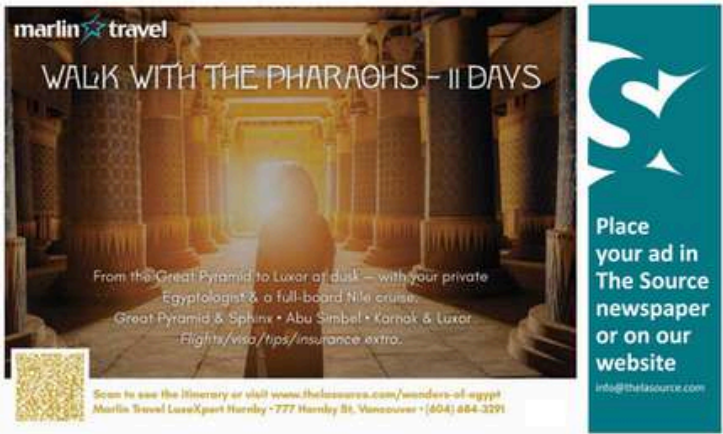
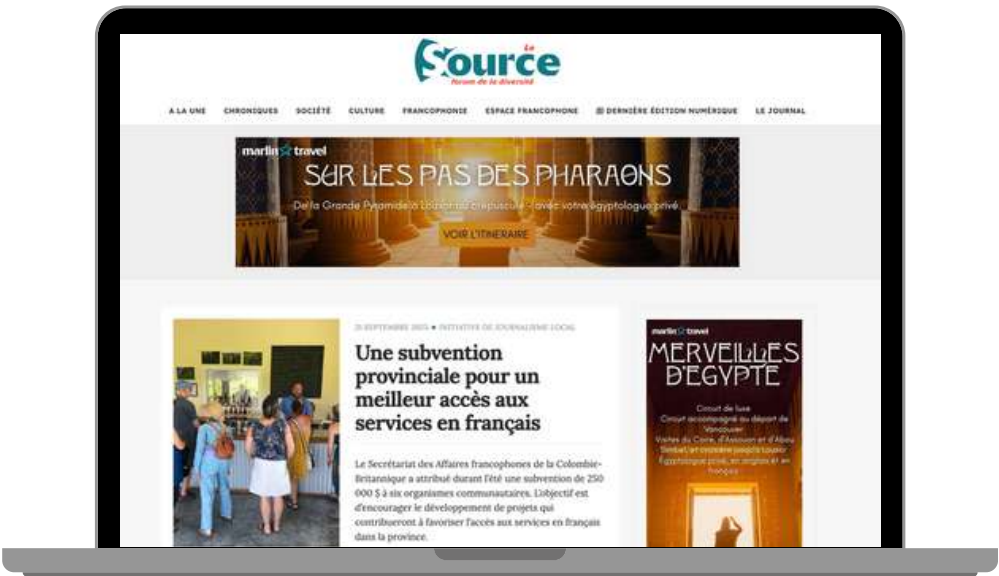
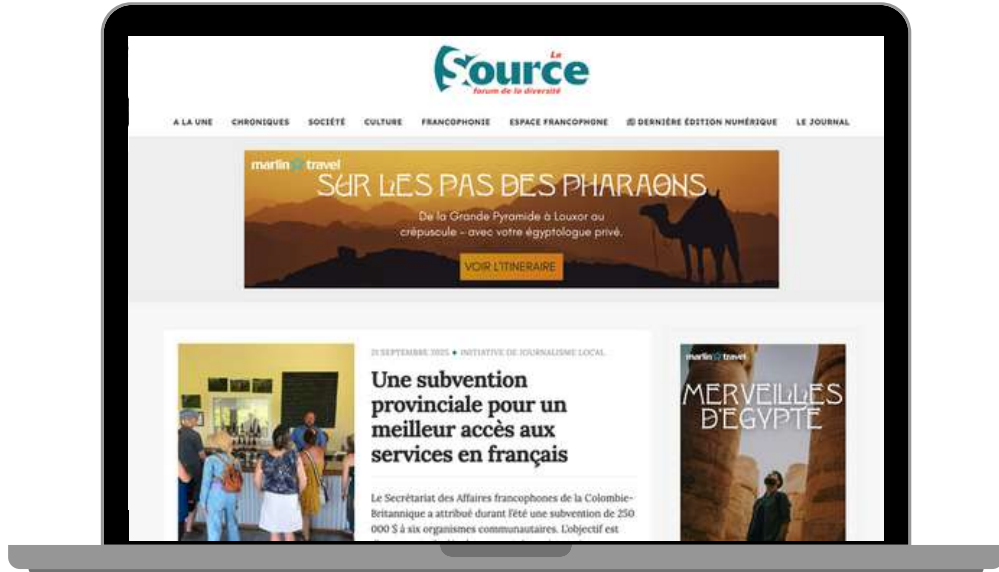


# Case 2 : Print + Digital Campaign

Industry: Travel



- 1-month campaign on both the print & digital platforms, in both languages
- Design of campaign assets made by La Source





**Ready to bring your projects to life and connect with a vibrant community?**

**Contact us today for a personalized consultation and discover how La Source, at the heart of a rich and engaged intercultural ecosystem, can support your success and amplify your voice.**

Email : [info@thelasource.com](mailto:info@thelasource.com) | Phone : 604-682-5545

Website : [thelasource.com](http://thelasource.com)

Denman Place PO Box 47020, Vancouver BC V6G 3E1.

