Village Media is an ever-expanding network of local news and information websites across the world. A champion of local news, Village Media operates some of the largest online news sites in the communities they serve, publishing the latest local news, current events, obituaries, feature stories and more, on an innovative and scalable content management system (CMS) developed in-house. Its network of news sites now reaches over 4 million users each month.
Our **network**

14 communities (ranging from 10,000 to 150,000)

1 regional business publication

22 licensed sites across the world.

We believe in reach, **not a paywall**.
Voluntary pay campaigns related to COVID-19 resulted in an increase of approximately 10-15%+ of our revenue for each of April + May
Local Revenue Mix: June 2020

Local Advertising
- Classifieds: 4.0%
- Business Classifieds: 6.0%
- Email Newsletter: 3.0%
- Video: 5.0%
- Sponsored Content: 9.0%
- Community Leaders Program: 20.0%
- Standard Display: 46.0%
- Community HUB: 7.0%
How we are thriving through COVID-19

“Ask” of readers via voluntary pay:
Normal = 3-4% of revenue
April contribution = 15% of revenue
May contribution = 9% of revenue

Saving existing clients:
Virtual home shows
Virtual renovation guide
2 for 1 Community Support Programs
Rapid messaging shifts
Online auctions
Online “concierge” experiences
BOGO for local charity

Finding new clients:
Communication versus advertising
Raffles
CPC / CPA Programs (Loans, Insurance and more)

Increased Programmatic:
Government spending on pandemic communication
The result - YOY Revenue performance

- Local Sales (excluding acquisitions)
- Programmatic
- Voluntary Pay
- Total Revenue

Colors:
- April
- May
- June