



2012 Media Kit



About Fraser Valley Pulse

Fraser Valley Pulse is an online publication that celebrates life in the Fraser Valley. People looking for local businesses, community events and fun destinations in the Fraser Valley turn to us for our features, spotlights, unique finds and exciting contests. We are a lifestyle guide for residents and visitors alike, spotlighting places for people to shop, eat and play east of the Port Mann Bridge.

The Fraser Valley (defined for our purpose as from Surrey to Hope) is home to amazing businesses, organizations and people, and Fraser Valley Pulse seeks them out, highlighting them for our readers. Our focus is local organizations, and we cover all sorts of enterprises: from lodges to gardens; from BBQ houses to cafes; from kayak rentals to miniature golf; from dairies to pet stores; we cover just about everything local that you can think of. If we haven't already showcased it, chances are we will soon.

We also offer an events calendar, where local event organizers can post their community events and charitable events free of charge, so our readers can easily find out what's coming up in the community.

Started in 2009, Fraser Valley Pulse is a leader in online communications in the Fraser Valley. Our loyal readers trust us to share with them the best the Fraser Valley has to offer. And we're committed to the Fraser Valley, too. Not only do we seek out local organizations and destinations, we also participate in and sponsor local events.

Much like the communities in the Fraser Valley, Fraser Valley Pulse is growing. In July, 2011, we welcomed almost 30,000 unique visitors, and we expect our readership to continue growing as more people move to and visit the Fraser Valley and want to learn about all there is to see and do here.



About Our Readers

Readers of Fraser Valley Pulse are committed to supporting local businesses—that's why they turn to us for information about organizations, events and destinations in the Fraser Valley. So who are our readers?

They're Female

90% of our readers are female.

Our core readership is ages 30-55, though our articles attract readers of all ages.

They're Local

85% of our readers live in communities east of the Port Mann Bridge.

87% of our readers* visited a local business or service that was featured in Fraser Valley Pulse.

They're Connected

71% of our readers* have already connected with us on Facebook and/or Twitter.

79% of readers surveyed are signed up to receive our weekly e-newsletter.

They're Successful

75% of our readers have an annual household income of over \$75,000+.

They have Families

40% of our readers* have children.

* of those who participated in a September 2011 readership survey



Kudos for Fraser Valley Pulse

~Fraser Valley Pulse is the “GPS” for shopping/events/interesting things to do. – P. Mistry

~I have been wanting to try this place out. This article will make that happen soon! - Stephanie H.

~I have seen so many great ideas from the postings that are sent out every week. Really and truly it is a good resource and I am glad that I signed up for it! – L. McIntosh

~I enjoy reading your blog and learning about new places to go and about places I had forgotten about! – B. Taylor

~Have you seen this website yet? Best place to go to find out what's happening in the Fraser Valley is www.FraserValleyPulse.com – [Frosting Cupcakery](#) on Twitter

~What a wonderful service you are providing for our communities in the Fraser Valley!! - L. Cunliffe

~There are so many beautiful local places, and FVP seems to find them all. Thank you! - Dee

~Wow! Your write up on The Passionate Home & Pillow Talk was so PERFECT! The wording was so wonderful! I sometimes struggle to describe the store in order to capture its uniqueness, but you did a super job and I just want to tell you how much I appreciate your kind words! This morning I received an e-mail from a lady who said she cannot wait to visit the store and that she always finds great shops by reading your e-magazine. – Carrie Thachuck, [The Passionate Home](#)

~ I just wanted to let you know that tonight we already have guest staying at the Lodge because they saw us on the spotlight. Thanks so much for your work!! Peggy Wiens, [The Lodge at Twin Creeks](#)

~Kristi – what a great job you did! It's just like something I would have done – and I hope you take that as a compliment!! - Heather Cameron, [Missing Goat Blueberry Farm](#)

~Thank you so much – what a truly wonderful article. You make my heart sing, girl; I feel so honoured and proud of everyone at our store right now. Thanks again for featuring us; you've made us feel very, very special! – Amber Short, [The Book Man](#)

~So far we booked three jobs from our listing on the Fraser Valley Pulse. Now that Christmas is over we are starting to get calls and emails for weddings, etc. We actually just booked a decorative lighting job that we are doing this weekend from a referral from the Fraser Valley Pulse. We are very happy that you found us and that we decided to add our business to your directory! – [Sarah & James Avender](#)

~You definitely have a way with words and the exposure for me is great – thanks again (I've already had a new customer from it.) – Sue Kavelman, [Clayburn Comforts Soap & Body Works](#)

~The FVP spotlight on Paper Nation was instrumental in creating buzz and generating sales in our crucial first month of operation. It was a great experience and we couldn't have asked for better return on investment. - Bryan Heidinger, [Paper Nation](#)

