INCUBATE VENTURES

2027 Media Kit

FOREWORD

For two decades, I have had a front-row seat to the evolution of Canadian technology.

My journey began in 2007 with Techvibes, where I saw firsthand the value of **giving Canada's technology community a dedicated platform**. After Techvibes was acquired by BrainStation in 2018, I stepped away. But eventually I found myself drawn back—to the stories, the people behind them, and **the opportunity to help promising innovation reach an interested audience**.

That return began with Techcouver.

What started in 2019 as a modest publication focused on a single technology ecosystem has grown into something larger. We have launched several additional properties since then to **serve more communities and cover industries increasingly important** to Canada's innovation economy.

Throughout the building of eight distinct editorial brands, our philosophy has remained constant: **be relevant, be credible, and respect the reader**.

We believe strong media partnerships balance best on a sturdy news desk. Our readers come to us for real-time reporting, industry insight, and a better understanding of the technology transforming society. Our partners value the opportunity to **participate in those conversations with continuity and context**.

The following pages tell the story of Incubate Ventures. Thank you for being part of our journey.



Founder Robert Lewis

500,000+
Monthly readers

45,000+
Newsletter Subscribers

65,000+
Social Followers

Canada's technology economy is *not one audience.*

It is a diverse and complex network of **founders, executives, investors, professionals, innovators, policymakers, and end users**—and each individual has sectoral and regional preferences that influence the content they consume.

Incubate Ventures aims to deliver **localized, contextual content to relevant readers**.

Our content ranges from company and product launches to the flow of capital to deep-dive expert interviews on the latest trends and topics in tech.

Each editorial brand pushes trusted real-time news and commentary through a **website, regular email newsletter, and social media channels**.

The targeted reach we've earned through years of consistent content creation and delivery allows us to offer advertisers a practical package: **affordable marketing that is specially targeted** and reaches an attentive audience.

Why *Incubate?*

Editorial Heritage
Our network launched in 2019 by an established veteran, providing a foundation of authenticity.

Earned Credibility
A published article on an indexed news domain appears in search results and in AI answer engines.

Interconnected Network
Our growing portfolio comprises eight brands which amplify each other to maximize reach.

Human Newsdesk
We keep things authentic with a real human behind every item of content.

techcouver

LAUNCHED	REACH	SECTOR
2019	B.C. and Beyond	All Technology

The near and far reaches of BC's technology ecosystem

The first brand to launch under Incubate Ventures, our boots have been on the ground in Vancouver for a long time. With deep footprints in the city, our local coverage is trusted and authentic.

Techcouver.com reports on companies, research, innovation, capital, public initiatives, and more, boasting regional breadth that spans province-wide, from the Far North to the tips of Vancouver Island.

WHAT PARTNERS SAY

"Techcouver has become a valued BC Tech partner in telling the story of B.C.'s tech sector. They give our members and leaders the spotlight they deserve, and their reach helps amplify BC Tech's initiatives to a wider audience. It's a partnership built on shared pride in BC's innovation economy and the results speak for themselves."

— Jill Tipping
President & CEO, BC Tech

BC TECH association

WHO'S READING

Founders, executives, investors, technology professionals, innovation partners, and consumers based in BC

158,000	7,500	23,500
READERS	SUBSCRIBERS	FOLLOWERS

TechTalent.ca

LAUNCHED	REACH	SECTOR
2019	National	Future of Work

Tech Across Workplaces, Workforces, and Workflows.

Every company is only as good as the people who power it.

Featuring a Job Board on top of content, TechTalent.ca acts as a practical resource both for those hiring and those seeking work, while also reporting on the impact of technology on workforces, workplaces, and workflows across Canada.

WHAT PARTNERS SAY

"TechTalent.ca has helped Borderless AI reach more of Canada's tech and business community, share our perspective on the future of work, and grow the audience for our company podcast."

— Willson Cross
Co-founder & CEO, Borderless AI

Borderless / AI

WHO'S READING

Organizations hiring for tech roles, and tech talent pursuing work or career changes

39,500	22,500	15,000
READERS	SUBSCRIBERS	FOLLOWERS

fintech.ca

LAUNCHED	REACH	SECTOR
2019	National	Finance & Technology

Money and Machines, Capital and Code

Finance is one of the oldest and biggest sectors in Canada. Powerful emerging technologies and shifting regulations are permanently changing the game.

Fintech.ca is dedicated to covering nationwide fintech innovation, from rising startups to in-house inventions from the country's most incumbent institutions.

WHAT PARTNERS SAY

"Fintech.ca is a key partner in the fintech ecosystem in Canada ... promoting newsworthy moments for industry players."

— Pamela Draper
President, Digital Commerce Payments

Digital Commerce Payments

WHO'S READING

Fintech founders, finance executives, tech professionals, and consumers and retail investors across Canada

134,500	3,000	10,000
READERS	SUBSCRIBERS	FOLLOWERS

calgary.tech

LAUNCHED	REACH	SECTOR
2022	Alberta and Beyond	All Technology

Everything Tech Across Alberta

Based on the success of Techcouver, we expanded our Western Canadian coverage in 2021 with the launch of an Alberta-based brand.

Calgary.Tech reports on companies, research, innovation, capital, public initiatives, and more, boasting regional breadth that spans province-wide, from hotspots Calgary and Edmonton to the far outskirts.

WHAT PARTNERS SAY

"Calgary's tech ecosystem moves incredibly fast, and having a real-time news feed like Calgary.Tech has been instrumental in ensuring no story gets left behind. It has been vital for providing visibility to the programs, initiatives, and flagship events that we at Platform Calgary are promoting, helping us connect with a wider audience."

— Jordan Pinkster
Director, Platform Calgary

PLATFORM calgary

WHO'S READING

Founders, executives, investors, technology professionals, innovation partners, and consumers based in Alberta

79,000	4,000	12,000
READERS	SUBSCRIBERS	FOLLOWERS

DECODER

CANADIAN TECH IN 100 WORDS

LAUNCHED	REACH	SECTOR
2023	National	All Technology

Canadian Tech in 100 Words

Time is stretched thin. There's more news than ever before. Our platform can help.

Using a proprietary AI-driven workflow, Decoder.ca identifies relevant tech news across Canada and breaks down the facts and fundamentals in 100 words with a continuous scroll of succinct stories that matter.

For firms, the Decoder platform functions as an affordable and effective alternative to traditional press release distribution on a newswire.

WHO'S READING

Tech professionals and consumers across Canada

24,000	5,000	1,000
READERS	SUBSCRIBERS	FOLLOWERS

CLEANENERGY.CA

LAUNCHED	REACH	SECTOR
2024	National	Clean Energy & Technology

Canada's Energy Journey Journal

Bold ambitions and aggressive policies for low-carbon communities and Net Zero economies have spurred a diverse range of cleantech innovation across Canada.

CleanEnergy.ca is committed to reporting on the transition from a Canadian perspective, covering the nation's emerging cleantech ecosystem as it evolves.

WHAT PARTNERS SAY

"CleanEnergy.ca is an important partner for NorthX, helping us reach the people who are shaping Canada's clean energy future. They give us a strong platform to showcase the innovative companies we're backing."

— Lindsay Chan
VP Communications & Marketing, NorthX

NorthX CLIMATE TECH

WHO'S READING

Cleantech founders, energy executives, and early adopters of clean energy innovation in Canada

19,000	1,000	2,500
READERS	SUBSCRIBERS	FOLLOWERS

LegalTech.ca

LAUNCHED	REACH	SECTOR
2025	National	Legal & Technology

Old Law Rewritten by New Tech

Law is an ancient concept, but rising technologies like generative and agentic artificial intelligence tools are altering the industry forever.

To make sense of emerging technology and evolving policy, LegalTech.ca covers nationwide innovation across the legaltech space, from product launches and capital raises to expert interviews and thought leadership pieces that examine an ever-shifting sector.

WHAT PARTNERS SAY

"LegalTech.ca gives LexisNexis Canada a direct line to Canada's legal technology community. It has been a useful channel for sharing our thought leadership and innovation stories with an audience focused on legal technology, and for strengthening our visibility in that space."

— Natalie J. Robertson
Product Marketing Manager, LexisNexis Canada

WHO'S READING

Startup founders, lawyers, paralegals, and decision makers in law firms

32,000	2,000	2,000
READERS	SUBSCRIBERS	FOLLOWERS

DataCentre.ca

LAUNCHED	REACH	SECTOR
2026	National	Data Centres and AI

Capturing Canada's Compute Craze

Data centres are not new, but evolving conditions such as the rapid growth of AI have cast a bright new light on them.

As the world becomes an increasingly digital-first economy, Canada's count of facilities continues to climb, and DataCentre.ca is there to strategically cover emerging trends as they unfold.

DataCentre.ca

WHO'S READING

Founders, executives, professionals, and consumers interested in data centres

16,000	1,000	1,500
READERS	SUBSCRIBERS	FOLLOWERS

Regional Authority. Sector credibility. Earned audience.

Site Sponsorship

Pricing is per property, per year

Title Sponsor

$36,000

- Top-tier logo placement (homepage + all pages)
- Run-of-site banner ads
- 12 article placements (Thought Leadership or Q&A format)
- 12 weekly newsletter sponsorships
- Priority editorial consideration for your news and events.
- Category exclusivity available

BEST VALUE

Featured Sponsor

$15,000

- Logo on homepage
- Run-of-site banner ads
- 6 article placements
- 6 newsletter sponsorships
- Priority editorial consideration for your news and events.

Supporting Sponsor

$7,500

- Logo on homepage
- Run-of-site banner ads
- 2 article placements
- 2 newsletter sponsorships
- Editorial preference of your organization’s news

One-Off Placement

On a budget? Three distinct options to choose from. Promotion includes tailored content pushed across multiple social channels plus a newsletter highlight.

01 Thought Leadership Style

We publish and promote an expert-authored op-ed on your preferred property. This product is ideal for positioning a founder or executive as a thinker or leader in a particular field or within a particular region.

$1,500

MOST POPULAR

02 Q & A Interview Style

We publish and promote a structured interview-based article on your preferred property. This product is ideal for those seeking to cover specific questions or topics while gaining aura as an expert.

$1,500

03 Housemade Style

We create and promote an article covering a specific company, event, or topic on your behalf. This product provides the most hands-free way to amplify your story.

$1,500