

Want to reach
a passionate audience
that acts on
its beliefs?

Oh yeah.

That's **rabble.ca**



What is rabble.ca?

rabble.ca sprang to life in 2001 as an independent news source with strong roots in the various movements working for social justice and equality. Spearheaded by a group of former traditional journalists and open source technology advocates, it became the virtual meeting place for Canada's progressive left. It was a **fresh voice** that cut through the increasing monotone of mainstream media. It fostered lively discussion and loyalty and spread the word about news and views that got barely a mention in traditional press and broadcast.

rabble.ca began with 40,000 unique visitors per month, today we have 150,000 visitors who read more than **eight million pages** each month.



We are high in the Google listings because more than 85,000 sites refer visitors to us. We have given exposure to new writers while supporting those writers who are more experienced. And we also like to babble. On any given day you will find hundreds of people engaged in 50-80 active and wide-ranging online **discussion forums**. Quite simply, rabble has become the most successful progressive Independent publication in recent Canadian history.

In 2005, rabble.ca became an incorporated non-profit, introducing five types of members, and launching two Canadian firsts: an on-line booklounge and the rabble podcast network – today Canada's largest hosted network. In 2008 we launched another innovation: **rabbletv** – featuring live streaming broadcasts, as well as pre-recorded video.

In short, with 150,000 visitors a month, we are THE online alternative, independent media in Canada, and we plan on growing from strength to strength. **Join us.**



Who is rabble.ca?

Here is a thumbnail sketch: highly educated, employed, loyal, committed to social causes, often male, most likely from Ontario, B.C. or Alberta. They are technologically advanced, and spend a lot of time and money on-line. Sound like people you'd like to reach? Thought so.

The Details

(based on November 2007 survey)

52% the rabble.ca audience identified as **men**, 39% - a growing rate, as women.

41% of respondents indicated that they are in their **30s or 40s**; 19% in their 50s, and 8% indicated that they were above 50. 24% indicated that they were under 30 years old.

Most of our audience is from **Ontario**, at more than 40% of the total. The next largest group came from **British Columbia** at more than 20% of the total. With distribution spread proportionate to population across the country, we're seeing a growth in visitors in urban **Alberta**.

rabble readers are a **highly educated** group with over 85% reporting a post secondary school degree or diploma.

41% of respondents reported incomes between 45,000\$ and 100,000\$. 8% reported incomes of over \$100,000. 16 % reported incomes of under 20,000\$

More than 1/2 of the respondents own their own home.



rabble readers are also **highly employed** with 68% reporting some form of employment. Approximately 30% of that group are students or otherwise not employed.

46% own a car, while 54% use a bicycle, public transit or walking as their primary form of transportation.

Technologically, this is a very **advanced** group. Over 63% spend one to three hours a day online and 93% have made a purchase on the Internet.

rabble readers **give**, with 32% indicating they've give more than \$50 donations to individual organizations, and 25% giving more than \$100 on average per donation.

rabble readers are **highly involved** with 90% reporting membership in some kind of community group, N.G.O., trade union or other professional association.

rabble readers are very **loyal** with 85% reporting that they visit the site weekly or more often. 50% of readers report visiting daily or several times a week.



the **book** lounge

BOUND BUT NOT GAGGED

rabble.ca's book lounge is a new concept in books. As independent bookstores and publishers across Canada are struggling to survive, rabble is using the internet — and our ready-made audience of **150,000 visitors per month**— to let the public know about new progressive, Canadian books. Here's some of what you will find:

the bookstore

A one-stop shop for books progressive and thought-provoking. An ever-expanding collection of independent Canadian titles, books by favourite authors, graphic novels by up-and-coming artists, and even a t-shirt or two. The rabble bookstore is done in partnership with the York University Bookstore, which provides state-of-the-art security for online ordering as well as highly efficient and affordable shipping.

book reviews

Let rabble keep you in the loop with a vibrant reviews section that covers books to suit all interests. rabble's reviews range from short and punchy – to in-depth features. Top notch books, top notch writers, top notch thinking.

book it

book it is a calendar of author readings, book launches, book festivals, small-press fairs and other book-related events Canada-wide. Listings are free.

radio book lounge

Focus your radio listening to books with radio book lounge. radio book lounge is an important part of the innovative new rabble podcast network. It features author interviews and readings as well as reviews, and who knows what else could pop up in these mp3 files that can be listened to directly from the rabble site or downloaded onto a computer or an mp3 player, such as an iPod.

babble book club

Head over to babble to talk books at our online book club — the only book club you can come to in your pyjamas. rabble's over 14,000 babblers keep dozens of vibrant, thoughtful, fun and insightful discussions going every day about books and lots more.

Ask about our special rate packages for book lounge advertisers.



An important part of
a balanced audio diet

The rabble podcast network is a growing collection of Canadian podcasts that offer an alternative take on politics, entertainment, society, stories, community and life in general. They've been handpicked and are hosted on a platform created by rabble.ca, Canada's leading online news service for the progressive left.

Podcasts are short, web-based audio shows you can download as MP3 files. That's the same format used for most music on the Internet. Once you download a podcast, you can listen to it on your desktop computer or laptop, or transfer it to your iPod or other MP3 music player and take it on the road with you.

Right now there are about 10,000 podcasts available on the net. Most are produced by ordinary folks with just a computer, a microphone and opinions or ideas they want to share. We think podcasts are the most democratic medium to come along since, well, the Internet itself. That's why we've created rabble radio.

The rabble radio podcast not only features some of the folks behind rabble.ca, but introduces you to fresh Canadian voices, places and music. Like rabble.ca, we want rabble radio to become the information and entertainment destination of choice for Canada's progressive left.

"tune-in" options

LISTEN ON SITE

The easiest way to listen is use the fabulous PuPuPlayer on the rabble radio page. You can fire it up and tune into rabble radio podcasts while you go about other work.

DOWNLOAD AND LISTEN

Or, you can download the podcast using the LISTEN/DOWN button. That way, a copy of the podcast will be sent to your computer's hard drive so you can store it and listen to it any time you want. You can even transfer it to your MP3 player for on-the-go listening.

SUBSCRIBE

But, the best podcast experience comes from subscribing to a podcast. It's just like subscribing to a magazine, except it's free. If you're using podcast aggregator or podcatcher (a piece of software that can help you subscribe to podcasts) just click on the SUBSCRIBE button and cut and paste the URL provided there, into your podcast subscription software. We like iPodderX (Mac only) or ipodder (Windows and Mac), but there are lots of podcatchers around.

CLICK WITH iTunes

Better still, if you use Apple's iTunes, which we think is the best podcatcher/ music player out there, you can subscribe to rabble radio just by clicking on the iTunes Users button.

Advertising on the podcast network

The rabble podcast network offers advertisers a 15 second audio promo played at the top of all podcasts featured on the network.

Ask about our advertising rates and tech specs.



a rabble.ca
production

rabbletv is the official video channel for rabble.ca.

rabbletv offers an alternative take on politics, entertainment, society, stories, the community and life in general. It's a new outlet for independent stories told by artists, activists, individuals and journalists from coast to coast to coast.

Our audience can watch live or pre-programmed material, including our *Indie Inside* segment, featuring independent Canadian music videos, and the *Best of the Web* curated feature, use a built-in chat window to discuss what they are watching with others or to send questions to us as we cover live events.

But, the **rabbletv** experience goes deeper. **rabbletv tells visual stories and covers events that have a direct impact on our diverse communities in Canada and globally**, through audience content contribution, commentary and coverage. Our audience can even share the **rabbletv** experience by embedding the **rabbletv** player on their own blog or website.

rabbletv is a platform and dynamic space that focuses on the creation of a culture that supports social and economic justice and full democracy for all, in particular voices and artists marginalized in the mainstream media.

rabbletv is also able to broadcast live from almost anywhere. During the broadcast viewers are able to actively participate in the broadcast using a chat application baked right into the **rabbletv** player. This allows us to see what viewers are thinking and react to their comments. It turns **rabbletv** live broadcasts into a conversations.

Using a just a laptop, a webcam and microphone we can take **rabbletv** to and broadcast from anywhere that has a broadband internet connection. Collaborators from across Canada, or even the world, can simultaneously work on and appear in the same live broadcast. Pre-recorded segments can be incorporated into live coverage and everything can be archived and broadcast repeatedly.

We are building **rabbletv** on an innovative platform called Mogulus. Mogulus is a web-based video production studio: it is the equivalent of a multi-million dollar television studio available to us online. It puts the power and geographic reach of mainstream television in the hands of ordinary citizens, artists and citizen journalists. and we plan on pushing the limits of this idea. Relying on the talent of dedicated people to pitch and produce stories, think outside the box and have the foresight to identify emerging trends **rabbletv** will be the secret behind its success.

**Contact us for details on
how to pitch or sponsor
shows or live broadcasts!**

rabbletv
Don't think ordinary Canadians
can make extraordinary video?

just watch us

rabble.ca