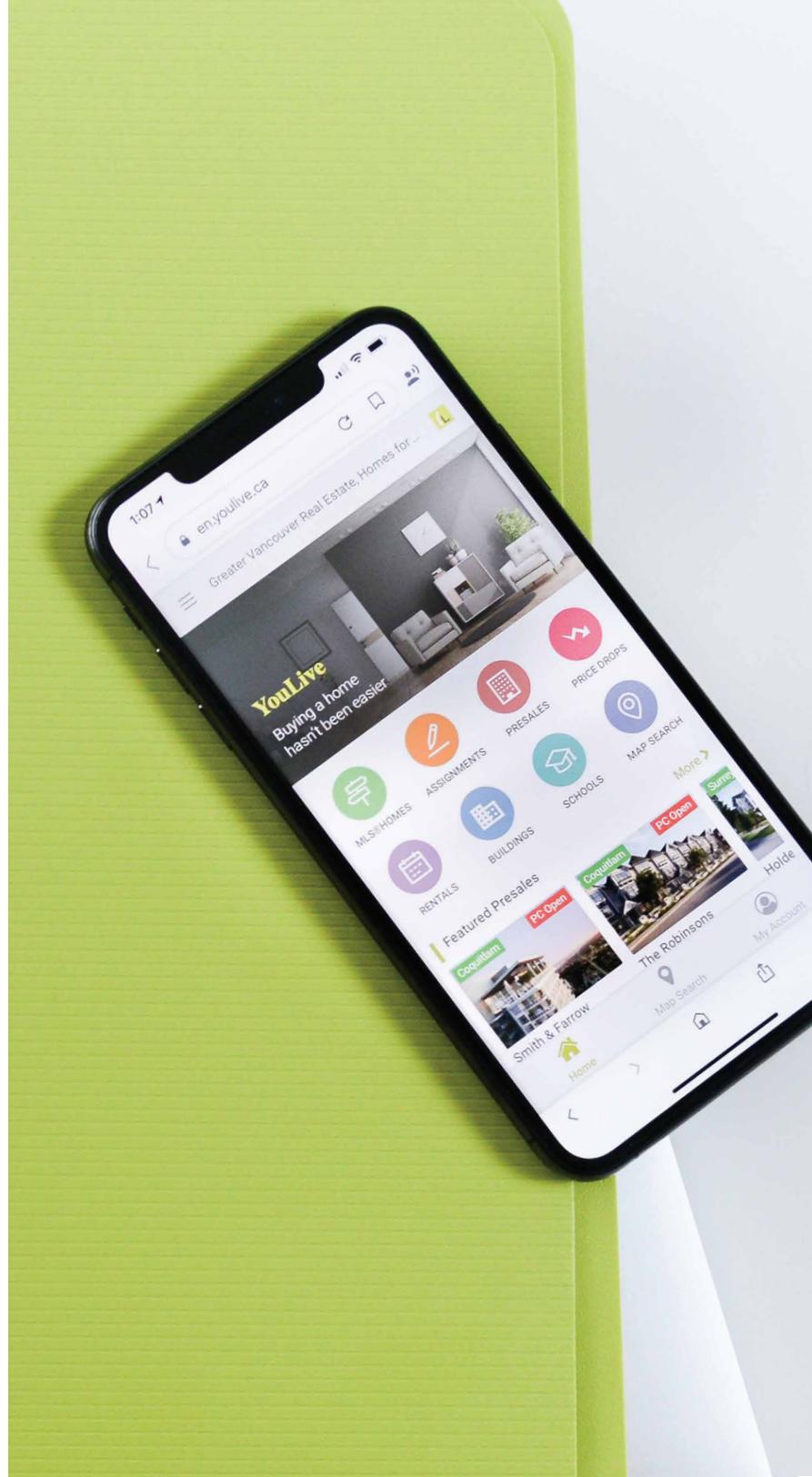




# YouLive.ca

Media Kit 2021



# 1.4M

Monthly Page Views

# 121K

Monthly Active Users

# 7m1s

Average Engagement Time

## Why YouLive.ca

Reach your customers on Vancouver's leading home search platform.

Our mobile-friendly platform is an ideal environment where your ads will be served to the right audience, at the right time! With over 1.4M monthly page views and over 121K monthly active users, your brand's message and exposure will truly reach the masses. Most importantly, timing is key - our users' average engagement time is over 7 minutes while they are considering their next home purchase, which is well above industry average.

YouLive.ca is where Chinese-speaking buyers are browsing for their dream home. 25% of users are browsing for homes on our Chinese site, which is a significant and valuable cohort in today's market.

 Mobile  
**68.2%**

 Desktop  
**28.5%**

 Tablet  
**3.3%**



**90.1** %

Canada  
(87.5% in Greater Vancouver)



**5.7** %

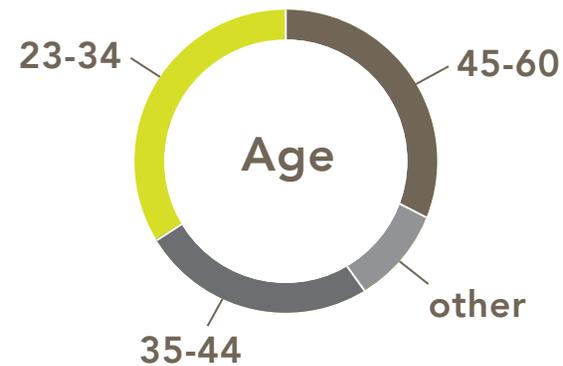
China  
(2.3% in Hong Kong)



**2.1** %

United States

# Demographic



Our users demographic is mainly age 23-34 years old (36%) and 45-60 years old (30%), with a nearly even split between male and female. The majority of our demographic is currently living in Greater Vancouver, and 5.7% are searching for their homes while living in China or the U.S (2.1%).



# Homepage



HEADER BANNER



FEATURED PRESALES

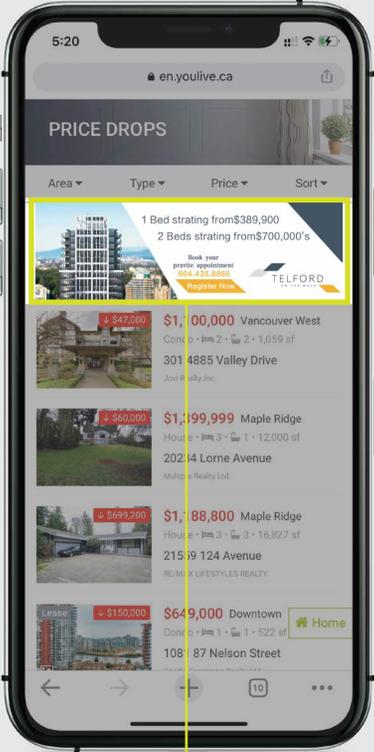
POP-UP

This option presents the most prominent locations and the highest reach available to deliver your brand message on YouLive.ca! With over **121K active users a month** who are interested in buying a home in Vancouver, this ad placement will deliver the highest number of monthly impressions.

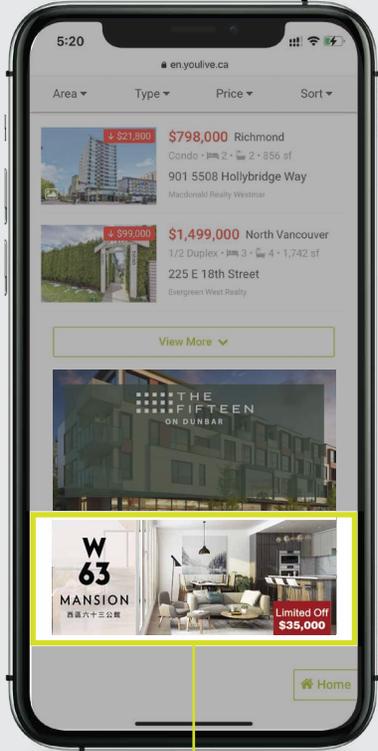
Pop-Up	Header Banner	Featured Presales
<b>\$2000</b> /month	<b>\$800</b> /month	<b>\$2200</b> /month
720x960 px	900x450 px	900x600 px



# Search Filters



TOP BANNER



BOTTOM BANNER

This option is great for those who have a leaner budget and prefer **higher converting ads** over reach. The audience for these ads have a proven affinity to a home purchase, which means they are more likely to be interested in your development, product or service. You will be reaching homebuyers who are farther along their buying journey, and have made key decisions such as location or preference to Presales vs. MLS Homes.

Top Banner

\$600/month

900x225 px

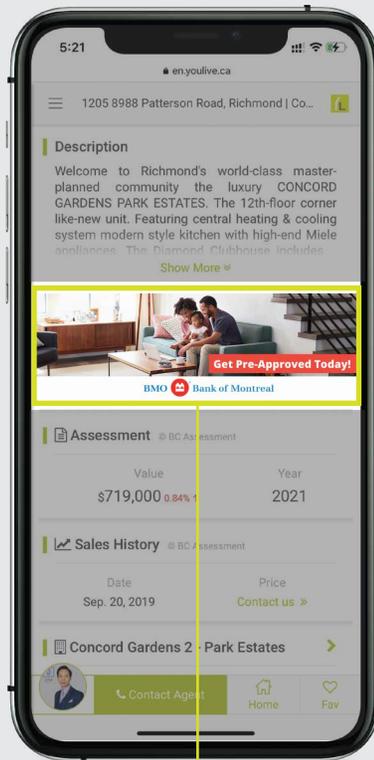
Bottom Banner

\$500/month

900x450 px



# Listing Page



IN-PAGE BANNER

Within the property listing page, the ads served are reaching a targeted audience who will likely make a home purchase within 1-3 months. Perfect for small businesses with specific products or services that are catering to a new home owner, such as mortgage, home inspection, legal, interior design, painting, roofing, or other home maintenance services. Reach **new homeowners that will be moving into your geo-targeted area** and will consider services or products like yours.

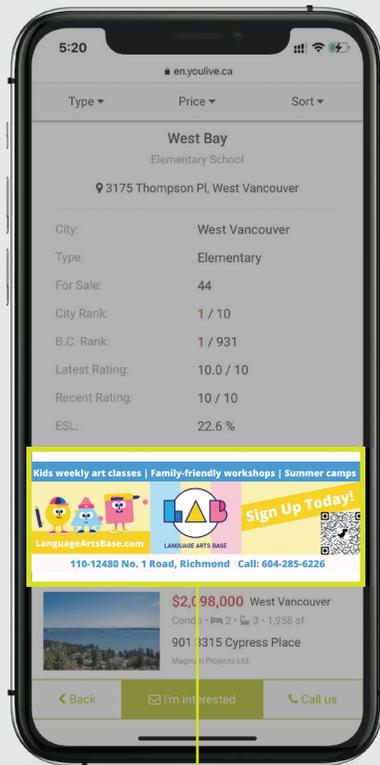
In-page Banner

**\$300**/month

900x225 px



# School Filter



IN-PAGE BANNER

This is an ideal advertising opportunity for **educational service providers and childcare providers** that want to reach a new audience. As they have shown an affinity to educational resources within your area, they are more likely to be interested in your services. Your ad will reach young families with school-aged children that are looking to move into your neighbourhood and will have childcare needs.

In-page Banner

**\$300**/month

900x225 px



# Get In Touch

604.712.0000

info@youlive.ca

 **YouLive.ca**



YouLive  
**优利**  
楼花·尾盘·置业·管理