



NIAGARA ACTION

THE WORLD'S LARGEST
DESTINATION FOR NIAGARA
FALLS TOURISM

MEDIA KIT

www.niagaraaction.com

Niagara Action

THE WORLD'S LARGEST DESTINATION FOR
NIAGARA FALLS TOURISM

Niagara Action maintains the largest social media presence
in Western New York .

Since 2023, Niagara Action has also cemented itself as
having the largest tourism-based website and social media
presence in the world centered around Niagara Falls.



515K

facebook followers



300K+

monthly
website/article
page views



5-20M

monthly facebook
reach



3M

monthly website ad
impressions

Our Facebook



NIAGARA ACTION FACEBOOK

There are over 515,000 followers on the Niagara Action Facebook which reach an average of 5-20 million people per month with engagement of 5-10 million. This includes 3 million video views a month.



FAVORITE RECENT POSTS & VIDEOS

Niagara Falls Video
26,430,880 views

Falls After Dark Video
2,272,067 views

Niagara Falls Illumination Post
249,162 reach

What's your Super Bowl Prediction?!
4,096,921 views / 60.7k comments

STATISTICS

5-20m
monthly
post reach

5m+
average monthly
engagement

515k+
facebook
followers

3m+
average monthly
video views

OUR AUDIENCE

60%
25-54 yrs old

42%
men viewers

68%
USA

58%
women viewers

Our Website

[NIAGARA ACTION.COM](http://NIAGARACTION.COM)

Niagara Action's website has quickly cemented itself as the go-to source for Niagara Falls tourist information, local news and merchandise. Our articles are also posted to NewsBreak, one of the most downloaded news apps in the United States. Through NewsBreak, we have an additional 200-300k article views each month.



STATISTICS

500k+

average monthly page/article views

250k+

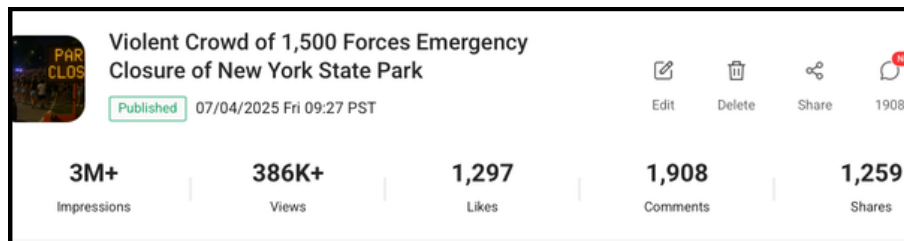
unique monthly visitors

5m+

average ad impressions per month

Demographic Details by Country

- (1) United States
- (2) Canada
- (3) India
- (4) United Kingdom



Statistics from a Recent NewsBreak Article'

EXAMPLES OF VIEWERSHIP

**WATCH: Couple Almost Fall Over Edge of
Niagara Falls while Taking Selfies**
26.2k+ Page Views on Website

**Individual Dead After Motor Vehicle
Accident in Walmart Parking Lot, Pinned
Underneath Car**
24k+ Page Views on Website

**Josh Allen and Hailee Steinfeld Spotted on
Date Night in Buffalo**
19k Page Views on Website



WHO YOU'RE WORKING WITH

Niagara Action has a large reach around the world which we believe can be extremely beneficial for your business. This gives us a wide variety of options to help both small and large businesses alike!

WHAT YOU CAN EXPECT

Partnering with Niagara Action will allow your business to reach a larger audience than traditional advertising (newspaper, TV, etc.) for far less money. Not only are our rates competitive, but we will beat out anyone who might be cheaper. Your business will benefit from our social media reach which is larger than all other local media outlets. Put your business in front of Western New York. Advertise with Niagara Action!



contact@niagaraaction.com
www.niagaraaction.com



GET IN TOUCH

Feel free to check out our social media pages and reach out with any questions that you may have!

We look forward to hearing from you.

NON-CONTRACT PRICING

Material created by your company is preferred. The same material may be used each month. Articles published to Niagara Action website will appear on Google searches. These articles may be about company, specials/promotions, products or events.

BASIC: \$375

- One video and one photo / graphic shared on all social media sites (may be two videos / two photos)
 - o Shared in social media "stories" in addition to main page feeds.
- Article published on Niagara Action website.
 - o Article shared from Niagara Action website to Facebook page and X (formerly Twitter).
 - o Written by your company or Niagara Action on topic of your choosing.
 - o Niagara Action will link your company's website and/or social media pages for potential customers.
- One email blast to 14,500+ subscribers including logo with hyperlink to company website or social media page.
- Logo placed on footer of every website page containing hyperlink to company website or social media page.

STANDARD: \$525

- Three videos and three photos / graphics shared on all social media sites (may be six videos or six photos)
 - o Shared in social media "stories" in addition to main page feeds.
- One article published on Niagara Action website.
- Articles shared from Niagara Action website to Facebook page and X (formerly Twitter):
 - o Written by your company or Niagara Action on topic of your choosing.
 - o Niagara Action will link your company's website and/or social media pages for potential customers.
- One email blast to 14,500+ subscribers including logo with hyperlink to company website or social media page.
- Logo placed on footer of every website page containing hyperlink to company website or social media page.

PREMIUM: \$750

- Six videos and six photos / graphics shared on all social media sites (may be twelve videos or twelve photos)
 - o Shared in social media "stories" in addition to main page feeds.
 - o Media chosen by company may be different per company's discretion.
 - o Two videos per week will be shared to maximize reach.
 - Wednesdays and Saturdays for 5 weeks
 - o Two photos/graphics per week will be shared to maximize reach.
 - Mondays and Thursdays for 5 weeks
- One article published on Niagara Action website and X (formerly Twitter).
- Article shared from Niagara Action website to Facebook page:
 - o Written by your company or Niagara Action on topic of your choosing.
 - o Niagara Action will link your company's website and/or social media pages for potential customers.
- One email blast to 14,500+ subscribers including logo with hyperlink to company website or social media page.
- Logo placed on footer of every website page containing hyperlink to company website or social media page.

CONTRACT PRICING

Material created by your company is preferred. The same material may be used each month. Articles published to Niagara Action website will appear on Google searches. These articles may be about company, specials/promotions, products or events.

BASIC:

6 Months: \$1,875 (\$311.25/Month)

12 Month: \$3,150 (\$262.50/Month)

- Everything below on a monthly basis.
- Three videos or photos / graphics per month shared on all social media sites per month.
 - o Graphics/photos will be shared on social media stories.
- Two articles published to Niagara Action website, Facebook, X (formerly twitter) per month.
- One email blast per week to 14,500+ subscribers including logo with hyperlink to company website or social media page.

STANDARD:

6 Month: \$3,000 (\$500/Month)

12 Month: \$4,950 (\$412.50/Month)

- Everything below on a monthly basis.
- Six videos or photos / graphic per month shared on all social media sites per month.
 - o Graphics/photos will be shared on social media stories.
- Two articles published to Niagara Action website, Facebook, X (formerly twitter) per month.
- One email blast per week to 14,500+ subscribers including logo with hyperlink to company website or social media page.

PREMIUM:

6 Month: \$4,725 (\$787.50/Month)

12 Month: \$8,100 (\$675/Month)

- Everything below on a monthly basis.
- Ten videos and ten photos / graphics shared on all social media sites per month.
 - o Graphics/photos will be shared on social media stories
- Three articles published to Niagara Action website, Facebook, X (formerly twitter) per month (if requested).
- One email blast per week to 14,500+ subscribers including logo with hyperlink to company website or social media page. This will include one promotional graphic.
- Official sponsor recognition on website with prime placement on footer of each page.