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## Unpublished Media's Acquisition and Retention Marketing Platform



Founded by James O'Grady in 2012, Unpublished Media Inc. is an online media company focusing on current affairs and politics in Canada and around the world.

Growing your news media audience in today's fragmented market requires employing tried and true e-marketing strategies...



Its assets include Unpublished.ca, the Unpublished.cafe YouTube channel, a Mobile App (in development) and an array of social media pages and podcast channels.

Because *all politics is local*, the company also owns a series of domains across Canada as well as international domains under the Unpublished brand for the United States, UK, Ireland, France, Europe, Australia, NZ, Japan, South Korea, India, China, Russia, Hong Kong and Taiwan.

In 13-years Unpublished Media Inc. has reached millions of people across Canada and around the world. But, that's not how it started. The company started from simple beginnings with an idea hatched in university and supported by tried and tested marketing strategies from the private sector and political campaigns. With the help of a few contributors the company's content bank has grown to now include over 2500 opinion pieces, 250 podcasts, streaming shows and audience polls.

Unpublished Media is able to grow because of the acquisition and retention marketing strategies the company employs. Unpublished.ca, the company's main property, is self-generating. It grows on its own. It does this through its audience polls, podcasts, free audience publishing tools and national media newswire.

### **Seeking a news media and polling partner**

As Unpublished Media Inc. continues to grow its audience, it is now seeking a news media or polling partner. News media organizations struggling to maintain and grow their audience in the very fragmented 2025 media marketplace, could use an out-of-the-box marketing solution like Unpublished Media to help them retain customers and grow. The company believes the combined audiences and content offerings will improve ad and sponsorship sales, as well as merchandising sales.