



MEDIOLOGY ANNOUNCES PURCHASE OF TEMPLETON MEDIA

For Immediate Release

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Vancouver, BC – Mediology, one of western Canada’s largest independent media planning and buying agencies, today announced its second major acquisition in the past six months – with the latest purchase agreement involving Vancouver-based Templeton Media.

Mediology is headquartered in Vancouver, with five offices and 25+ media professionals on staff, based in British Columbia, Alberta, and Saskatchewan. The company is owned and operated by President Sam Richardson and four senior managing partners who purchased the business after founders David and Mary Stanger retired in 2019.

Templeton Media has provided a full spectrum of media services since 1991, ranging from market research, media consultation, planning, promotions, and traditional and online advertising. Darlene Templeton acknowledges, it is with mixed emotions that she moves on to the next chapter in her life. “I am honored and humbled to have worked on, and with such a varied spectrum of clients and businesses. My passion has been to provide the best solutions in an honest, thoughtful, and professional manner. I wish them continued success and feel Mediology is the perfect fit because their philosophy is in alignment with my own.”

“In Templeton Media, we are purchasing a company that has built a positive and long-standing reputation”, said Mediology President Sam Richardson. “We are committed to carrying on that tradition of care, attention and a client-first approach that is a cornerstone of our business.”

Today’s announcement follows the purchase of a controlling interest in the Laura Ballance Media Group (LBMG) last August. LBMG has built a long-standing and excellent reputation across a range of industries and sectors, and through their expertise in public relations and crisis communications.

“Mediology has significant growth plans, and our initial acquisitions furthers the expansion of our network, while ensuring clients increasingly benefit from our media expertise, innovative media tools and solutions, and ultimately maximize their return on investment,” continued Richardson.

About Mediology: Headquartered in Vancouver, Mediology is one of Western Canada’s largest independent media groups, with five offices in British Columbia, Alberta, and Saskatchewan. At Mediology, we use the most current information and more than 250 years of combined experience in consumer and media research to identify audience profiles, behaviours, and media habits to create a strategy that earns our clients the recognition they need.

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