

Toronto Life is the city's most confident, sophisticated and influential publication. It helps readers make smart choices about food, shopping and culture. Through gripping feature journalism, Toronto Life chronicles the most dramatic, relevant stories of our time. The memoirs, crime stories and investigations into the halls of power make headlines, become essential dinner party conversation and go viral online.

## OUR CONTENT

**This City Navigator Food and Drink**



## REACH

**711K**

readers per issue

### WEB

**3.3M**

UV per month

### EMAIL

**33K**

subscribers

### SOCIAL

**961K**

followers

## AUDIENCE

PRINT DIGITAL

**42 / 37**

Avg. Age

**\$82K / \$87K**

Avg. HHI

**58% / 51%**

Male

**85% / 83%**

College+

## PRINT

### EDIT CALENDAR

ISSUE	AD CLOSE	IMPACT
Feb	12/7/21	1/18/22
Mar	1/14/22	2/15/22
Apr	2/11/22	3/15/22
May	3/18/22	4/19/22
Jun	4/14/22	5/17/22
Jul	5/20/22	6/21/22
Aug	6/17/22	7/19/22
Sep	7/15/22	8/16/22
Oct	8/19/22	9/20/22
Nov	9/16/22	10/18/22
Fall SIP	9/23/22	11/3/22
Dec	10/14/22	11/15/22

### PRINT RATES

FULL-PAGE	\$14,000
DPS	\$24,500
OBC	\$17,500
IBC	\$15,400
IFC SPREAD	\$30,625
2/3 PAGE	\$10,500
1/2 PAGE	\$9,100
1/3 PAGE	\$6,300
1/4 PAGE	\$5,600

## DIGITAL

### TORONTOLIFE.COM

We offer a variety of premium advertising placements across *torontolife.com*. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

DISPLAY (ROS)	Starting at \$20/CPM
VIDEO	\$40/CPM
HPTO w/ POE	\$1,830/Day

### NEWSLETTERS

Toronto Life subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Align your brand with Big Box display ads in our curated newsletter.

NEWSLETTER	SUBSCRIBERS	RATE
This City	27K+	\$1,400

### EBLASTS

Our eblast list is comprised of subscribers who have opted to receive communications from our partners. Engage this audience through custom designed eblasts that offer 100% SOV.

SUBSCRIBERS	RATE
6.8K+	\$2,000

## SOCIAL

With a combined following of 827K+, we're no stranger to social media. In 2021, our Facebook content reached 24M+ people, and generated 11.5M+ engagements.

**204K**  
**492K**  
**471K**

Starting at \$2,000/Post



## Patron(Studio)

Storytelling is what we do, and we'd love to help tell your brand's story. Our iconic media brands craft stories that resonate with Canadians, and our new branded content studio will lend that same editorial expertise to creating content that elevates your brand. Contact your sales rep for more information.

