**ABOUT TORONTO LIFE**

*Toronto Life* is the city’s most confident, elevated 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. The magazine’s discerning editors identify the most attractive homes, the best food, the most colourful characters, the most important issues and the most livable neighbourhoods. *Toronto Life* sets the agenda, all in a package that’s as irresistible as it is indispensable.

**EDITOR’S MESSAGE**

“We love it when our readers fall in love with a new restaurant, neighbourhood, shop or product because they’ve seen it in *Toronto Life*. We try to create a magazine environment that is as dynamic and exciting as the city itself. We hope you’ll find a home in our pages, too.”

—Malcolm Johnston
Editor-in-Chief
MEET OUR AUDIENCE

3,291,249
monthly brand footprint (print & digital)

PRINT
775,000 readers per issue

DIGITAL
1,253,000 UVs per month

EMAIL
36,619 subscribers

SOCIAL
1,219,724 followers

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AVERAGE HHI
AVERAGE AGE

COLLEGE+

Print
40% 60%
$87,827 40
80%

Digital
41% 58%
$88,699 37
74%

SOCIAL FOOTPRINT

Source: Vividata (Spring 2023, Adults 14+), Google Analytics 12-Month Average (Jan–Dec 2022)
WE REACH ONE IN SIX TORONTONIANS

COMPARED TO THE AVERAGE CANADIAN, TORONTO LIFE READERS ARE:

107% more likely to have taken an action after seeing an ad in a magazine

58% more likely to buy/sell real estate within the next 12 months

131% more likely to have purchased a product/brand/service after seeing an ad in a magazine

40% more likely to agree “I am prepared to pay more for products that elevate my status”

Source: Vividata print + digital readership (Fall 2022)
OUR CONTENT

THIS CITY
Q&A with the most interesting person of the month, an analysis of the month in money, an urban advice column, plus the best in sports, business, society and politics

NAVIGATOR
Great Spaces (inside the city’s best-looking homes and condos), The Chase (a real estate column about one homebuyer’s journey), shopping, style, and other lifestyle trends

FOOD AND DRINK
The best restaurants, bars, recipes, take-out, cocktails, interviews with chefs and other up-to-the-minute food trends

THE CHASE
Real Estate

GREAT SPACES
Interiors

COST OF LIVING
Personal Finance

Q&A
With a prominent Torontonian

THE AUDIT
The biggest financial stories of the month

URBAN DIPLOMAT
A city-dweller’s advice column

IN EVERY ISSUE

EGO METER
The ups and downs of Toronto in the news this month

2023 MEDIA KIT
EDITORIAL CALENDAR

2023 MEDIA KIT

SPECIAL ISSUES

WHERE TO EAT NOW
JUNE
The best new spots and signature dishes around the city

JUNE
COVER STORY
Where to Eat Now: the best new restaurants of the year

BIG FEATURE
Mayhem and mismanagement at the Toronto District School Board

PLUS
The finest, funkiest, most ambitious weddings of the season

JULY
COVER STORY
A transit-related blockbuster

BIG FEATURE
An unbelievable real estate romp

FOOD & DRINK
The ultimate summer street food package

PLUS
Pet crazy: a dog-lover’s guide to Toronto

AUGUST
COVER STORY
A dramatic crime story

BIG FEATURE
A rollicking profile of Canada’s foremost—and richest—influencer

FOOD & DRINK
Farm to table chefs

PLUS
The best backyards in the city

SEPTEMBER
COVER STORY
The launch: superstar actors on the Toronto spot that got them started

BIG FEATURE
A wild look at the impact of artificial intelligence on university students

FOOD & DRINK
A tantalizing flavour of the month

PLUS
Micro cosmetic surgery for the under-30 crowd

OCTOBER
THE NEW NEIGHBOURHOOD RANKINGS
A data-driven look at the best places to buy, the up-and-coming ‘hoods, the most walkable areas, and much more

BIG FEATURE
The condo killings in Vaughan: what really happened

PLUS
Tiny home extravaganza

DECEMBER
THE MOST INFLUENTIAL TORONTONIANS
Our unapologetic ranking of the biggest names in Toronto and the ways in which they’ve shaped the city, for better or worse.

Subject to Change
WHAT WE OFFER

We’ll help tailor your campaign to one (or all) of our robust media channels, whether it’s a print magazine ad delivered to the home of a devoted Toronto Life subscriber, or digital custom content amplified across torontolife.com and our social channels.

ADVERTISING

1.04M+ Unique Visitors Monthly

BRANDED CONTENT

661K+ Readers Per Issue

EVENTS

1.2M+ Social Followers

Source: Vividata (Fall 2022 Adults 18+), Google Analytics 12-Month Average (Jan-Dec 2022)
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DISPLAY ADS

Standard Display: $20 - $25/CPM (NET)
Video: $40/CPM (NET)

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

HOMEPAGE TAKEOVER + POE

Starting at: $1,830/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 60K Canadian impressions daily on the homepage and most other points-of-entry (POE).
EMAIL

Subscribers: 6,600+

DEDICATED E-BLAST
Starting at: $2,000 (NET)

Our e-blast list comprises subscribers who have opted to receive communications from Toronto Life partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

NEWSLETTERS
Ad Units: Big Box
Starting at: $1,400 (NET)

Target your message to a highly loyal and receptive audience. Our Toronto Life newsletter is distributed four times a week to an opt-in list of subscribers, boasting a 50% open rate!

THIS CITY
Delivering the very best of Toronto Life to our subscribers every Monday, Wednesday, and Friday.

CURL APPEAL
The latest on the GTA real estate market, going out to readers every Tuesday.

TABLE TALK
Foodies get their fix with this newsletter hitting inboxes every Thursday.

THE VAULT
Revisit a classic Toronto Life long read in this Saturday send.
SOCIAL

Starting at: $2,000 (NET)

With a combined following of 1.2M+, Toronto Life is no stranger to social media. We know how to engage our followers on every platform that matters. In the last month, the Toronto Life Facebook content reached more than 2.8M people, and generated over 230K engagements (including reactions, comments, shares and clicks).

2.8M+
FACEBOOK ENGAGEMENTS IN THE LAST MONTH
BRANDED CONTENT

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 branded content studio will lend that same editorial expertise to creating content that elevates your brand.

Through deep collaboration, our team of editors, designers, videographers, project managers and sales reps will build an engaging editorial partnership that pushes your objectives forward in a brand-safe environment.

SERVICES WE OFFER

- Multi-platform content strategy
- Interactive digital design
- High-impact styling + photography
- Video conception, storyboarding + production
- Infographics + illustrations
- Research + reporting
- Influencer marketing
- Podcasts

- Multi-platform content strategy
- Social media campaigns + strategy
- SEO Strategy
- Newsletter development
- Sampling
- Contesting
- Ad Creative
To keep Josh Cellars top of mind as the go-to bottle for holiday entertaining, Toronto Life created the ultimate holiday menu, leveraging classic recipes from sister publication Chatelaine and selecting a perfect wine pairing for each course. Custom tablecape photography and premium digital design created a turn-key solution and next-level campaign with impressive results.
SIGNATURE & CUSTOM EVENTS

Whether it’s sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

MARKETING, AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets, as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.

Opportunity for print, digital and/or social post-event coverage.
MEMBERSHIP: TL INSIDER

Looking to capture the attention of *Toronto Life*’s most engaged members and readers? Consider the many integrated advertiser opportunities available through TL Insider—our paid membership program that offers the very best of the city. Members receive a wide variety of exclusive benefits, such as:

- Intimate food and drink experiences
- Fireside Chats and Thought Leadership Panels with the most interesting people in Toronto
- One-of-a-kind cooking and cocktail master classes
- Contests and product giveaways every month
- Print subscriptions to both *Toronto Life* and *FASHION* magazine
Toronto Life is published by SJC Media, the largest magazine publisher in Canada. Our trusted brands serve communities of loyal fans, which can be leveraged by our advertising partners. We produce best-in-class content through our premium print, digital and social pillars.

Our reach extends coast to coast, touching more than 15.1 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada’s most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.
CONTACT US

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