Devoted to Canada’s most dynamic metropolis, Toronto Life engages a diverse community and excites them to discover the very best of their city, with a focus on food, culture, real estate and style—plus a hearty dose of politics, money and sports. Through powerful stories, entertaining features and valuable service writing, Toronto Life sets the agenda—all in a package that’s as irresistible as it is indispensable.
Media habits have changed and consumers are constantly on the lookout for new ways to engage and interact with information that’s relevant to them. *Toronto Life* provides quality content across multiple platforms so that its community of users can choose when, where, and how they connect with the brand.
IN EVERY ISSUE

1. Cover
2. Letters and Editor’s Letter
3. This City — A lively look at what’s new and interesting in the city including recurring sections Q&A, Urban Diplomat, The Audit, Columns, Camera and Ego Meter
4. Navigator — A monthly look at shopping and real estate in the city featuring The Thing, The List, Great Spaces and Real Estate
5. Food & Drink — A roundup of the most exciting food and beverage stories in the city including our Critic column, Flavour of the Month and Wine
6. Culture — An overview of art and culture and the personalities that are shaping the city including The Argument, Scrapbook and Backstory and Current Obsessions
7. Going Out — A monthly listing of events and happenings in Toronto including restaurants, music, theatre, art, dance and Etc.
8. Memoir
**JANUARY**
Winter Survival Guide  
**PLUS:** Stress-Free Guide to Travel, Best Sparkling Wines, High-End Retirement Homes

**FEBRUARY**
Crisis in the Inner Suburbs  
**PLUS:** Meditation Guide, The New Power Lunch

**MARCH**
Real Estate: McMansion Wars  
**PLUS:** Guide to New Car Apps, Wine Bars

**APRIL**
Top 20 New Restaurants  
**PLUS:** Extended Great Spaces  
**SPECIAL ADD-ON:** Annual Restaurant Guide

**MAY**
The Wolves of Bay Street  
**PLUS:** Toronto Style Guide

**JUNE**
Reasons to Love Toronto  
**PLUS:** Juice Cleanse Guide, Best Craft Beers

**JULY**
**PLUS:** Travel Feature, The New Gourmet Ice Creams

**AUGUST**
Best of the City

**SEPTEMBER**
**PLUS:** Guide to TIFF, Fall Shopping Guide, Late Night Dining

**OCTOBER**
Real Estate  
**PLUS:** The City’s Sexiest Chefs, Smart Homes Feature

**NOVEMBER**
The Money Issue  
**PLUS:** Extended Great Spaces

**DECEMBER**
Toronto’s Most Influential  
**PLUS:** Holiday Shopping, Food and Entertaining Guide

---

**MONTHLY PUBLICATION** | **AD CLOSE** | **AD DUE** | **ON SALE**
--- | --- | --- | ---
January | Nov 7 | Nov 14 | Dec 11
February | Dec 11 | Dec 19 | Jan 22
March | Jan 16 | Jan 23 | Feb 19
April | Feb 12 | Feb 20 | Mar 19
May | Mar 20 | Mar 27 | Apr 23
June | Apr 17 | Apr 24 | May 21
July | May 14 | May 22 | Jun 18
August | Jun 19 | Jun 26 | Jul 23
September | Jul 17 | Jul 24 | Aug 20
October | Aug 21 | Aug 28 | Sep 24
November | Sep 18 | Sep 25 | Oct 22
December | Oct 16 | Oct 23 | Nov 19

**MAINBOOK RATES (Net)**

<table>
<thead>
<tr>
<th>1–2 X</th>
<th>3–5 X</th>
<th>6+</th>
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<tbody>
<tr>
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<tr>
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<tr>
<td>2/3 vertical</td>
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<td>$8,845</td>
<td>$8,575</td>
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<tr>
<td>1/3 vertical or square</td>
<td>$5,850</td>
<td>$5,680</td>
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<tr>
<td>1/6 vertical</td>
<td>$2,860</td>
<td>$2,775</td>
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**PREMIUM POSITIONING**

<table>
<thead>
<tr>
<th>IFC</th>
<th>OBC</th>
<th>IBC</th>
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</thead>
<tbody>
<tr>
<td>$27,945</td>
<td>$16,905</td>
<td>$15,215</td>
</tr>
</tbody>
</table>

*Editorial content subject to change.

Please note: Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.
Real Estate
The ultimate guide to buying and selling in Toronto including “Where to Buy Now”—our best-selling, neighbourhood-by-neighbourhood guide—plus and an insider’s look at the condo market. New this year: “Great Spaces,” a special section on amazing home décor in the city.

Neighbourhoods
An authoritative guide to navigating the town—featuring the top 350 places to eat, drink and shop in Toronto's most exciting neighbourhoods.

Stylebook
Find out who makes the list of The City's Best Dressed. This exciting collector’s issue is an annual tradition for Torontonians who are passionate about fashion and beauty. We’ll unveil our picks, their fashion and beauty secrets, shopping habits and much more.

Eating and Drinking
A food lover's guide to the city with reviews for over 1,500 Toronto Life-recommended restaurants, bars, food shops, and wines. Plus: recipes for the most sought-after dishes by the city’s best chefs, as tested by Toronto Life.

SPECIAL INTEREST PUBLICATIONS

<table>
<thead>
<tr>
<th>SPECIAL INTEREST PUBLICATION</th>
<th>AD CLOSE</th>
<th>AD DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate</td>
<td>Feb 20</td>
<td>Mar 6</td>
<td>Apr 2</td>
</tr>
<tr>
<td>Neighbourhoods</td>
<td>Apr 24</td>
<td>May 8</td>
<td>Jun 4</td>
</tr>
<tr>
<td>Stylebook</td>
<td>Jul 31</td>
<td>Aug 14</td>
<td>Sep 10</td>
</tr>
<tr>
<td>Eating &amp; Drinking</td>
<td>Sep 25</td>
<td>Oct 9</td>
<td>Nov 5</td>
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</table>

SPECIAL INTEREST PUBLICATION RATES (Net)

<table>
<thead>
<tr>
<th>SPECIAL INTEREST PUBLICATION</th>
<th>REAL ESTATE</th>
<th>STYLEBOOK, NEIGHBOURHOODS</th>
<th>EATING &amp; DRINKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
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<td>$8,840</td>
<td>$9,295</td>
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<tr>
<td>Full page</td>
<td>$4,775</td>
<td>$4,650</td>
<td>$4,890</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>$3,815</td>
<td>$3,720</td>
<td>$3,910</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>$3,145</td>
<td>$3,105</td>
<td>$3,180</td>
</tr>
<tr>
<td>1/3 vertical/square</td>
<td>$2,270</td>
<td>$2,090</td>
<td>$2,450</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>$1,530</td>
<td>$1,490</td>
<td>$1,580</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONING

<table>
<thead>
<tr>
<th>SPECIAL INTEREST PUBLICATION</th>
<th>REAL ESTATE</th>
<th>STYLEBOOK, NEIGHBOURHOODS</th>
<th>EATING &amp; DRINKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC</td>
<td>$11,330</td>
<td>$11,050</td>
<td>$11,620</td>
</tr>
<tr>
<td>OBC</td>
<td>$6,205</td>
<td>$6,050</td>
<td>$6,360</td>
</tr>
<tr>
<td>IBC</td>
<td>$5,485</td>
<td>$5,350</td>
<td>$5,625</td>
</tr>
</tbody>
</table>

*Editorial content subject to change

Please note: Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.
Discover the newly-launched tablet edition, an engaging and dynamic way to experience Toronto Life’s award-winning print edition. The tablet edition offers readers an enhanced experience with Toronto Life through the added functionality of multimedia and interactive features including image galleries, videos, maps and expandable graphics, extended content and more.

ADDED FEATURES
- Hot spot buttons to trigger features
- Pan and zoom
- eCommerce capabilities through links to order pages on the web
- Scrolling text boxes
- Animated text and images
- Rub and reveal

IMAGE GALLERY:
- Autoplay or user-initiated slideshows

VIDEO / AUDIO:
- Full screen or in-frame video viewing
- Audio overlays and button controlled sounds

Movies & TV
The Captive

The Prize Fighters

klaus
TorontoLife.com is among North America’s best city websites. It is Toronto’s most sophisticated destination for up-to-the-minute news, real estate stories, shopping tips, restaurant recommendations, photo galleries, buzz-worthy gossip and much more.

The most popular sections on the site are the feature blogs, updated frequently throughout the day:

**THE DISH:** The latest restaurant and nightlife buzz

**THE INFORMER:** The discerning medivore’s take on the news of the day

**THE GOODS:** Coverage of store openings, shopping deals and fashion gossip

---

**Mobile Accessibility**

TorontoLife.com is a fully responsive website so it looks great and is easily accessible regardless of the device it appears on. Currently 34% of users access torontolife.com through smartphones and an additional 10% through tablets.

**Social Media**

Toronto Life’s Facebook, Twitter, Google+ and Pinterest audiences are some of the most engaged in the country. Reaching nearly a million active and discerning online consumers, Toronto Life’s social media platforms are a powerful tool for spreading your message.
ENEWSLETTERS & EBLASTS

PREVIEW:
The weekly roundup of exclusive online stories, top things to do around the city and engaging features from the print edition
23,710+ subscribers

THE DISH:
The scoop on the latest restaurant and food shop openings, coverage of the local food scene and the latest print magazine features and reviews
20,490+ subscribers

THE GOODS:
A look at the city’s fashion trends, new shop openings, designer collaborations, party coverage and more
16,320+ subscribers

Dedicated eBlasts
Torontolife.com’s City Insider list is comprised of 17,000+ subscribers who have opted in to receive communications from Toronto Life’s partners. Working with Toronto Life, brands can engage users through custom designed eBlasts that offer 100% share of voice, delivered directly into the inboxes of Toronto Life’s users.
DIGITAL INTEGRATION

TAKEOVERS
Seamlessly integrate your brand into Toronto Life’s homepage or target one of three blogs with a branded takeover. The high-impact execution offers your brand exclusive access to Toronto Life’s digital users.

VIDEO INTERSTITIALS
Showcase video ad content with interstitials that launch upon arrival to torontolife.com. This new ad positioning offers brands the opportunity to take over the page with multimedia content.

ADVERTORIALS
Torontolife.com can work with brands to showcase client-supplied advertorial content and bring it to life on the website in a variety of formats including videos, recipes, quizzes, polls, contest entries, slideshows and more.

NATIVE ADVERTISING
Torontolife.com’s editors can work with clients to develop branded editorial content to drive user engagement. Native advertising is offered in a variety of formats including blog posts, videos, articles and more.

CUSTOM CONTESTS
Contests on torontolife.com offer a great opportunity to showcase your brand and develop an opt-in database for extended marketing initiatives. Work with Toronto Life’s team to build a creative contest specific to your brand.

TODO LISTINGS
Torontolife.com’s TODO listings feature expanding ads that highlight upcoming events, attractions and special offers with images and text. The listings area also promoted with Toronto Life’s Preview eNewsletter and a shared eBlast to the City Insider’s list to ensure maximum exposure to users.
INTEGRATED EVENT SPONSORSHIPS

Red Carpet Events
Since 2012, Toronto Life has quickly gained a reputation for holding keys to the most coveted events of the season. Toronto Life’s two marquee events of the year, Most Stylish and Most Influential, have welcomed an elite list consisting of Toronto’s jet-set, movers and shakers and notable society guests in diverse industries.

Love Your City
Toronto Life’s Love Your City event series features exciting curated events that offer readers exclusive access to unique experiences in food and drink, real estate, arts and culture, and much more.
Visit the AdDirect home page to take the tour on how to upload your ad using the preflight portal system.

**Mainbook AD SPECS**

<table>
<thead>
<tr>
<th>Advertising Unit</th>
<th>Bleed Ads</th>
<th>Non-Bleed Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Live Area</td>
<td>Trim Size</td>
</tr>
<tr>
<td><strong>DPS</strong></td>
<td>15.25&quot; x 10.25&quot;</td>
<td>15.75&quot; x 10.75&quot;</td>
</tr>
<tr>
<td><strong>Full page</strong></td>
<td>7.375&quot; x 10.25&quot;</td>
<td>7.875&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>4.97&quot; x 10.25&quot;</td>
<td>5.02&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.21&quot; x 10.25&quot;</td>
<td>2.71&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>1/3 square</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**Digital Requirements for Advertising Material**

St. Joseph Media will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.
- Please adhere to the live area specs as stated.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- All ads with bleed must have 1/8" bleed on all four sides.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- Do not use spot colours or RGB art. Convert all colours to CMYK.
- Keep any black/grey type as one colour black (no four colour black text).
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. St. Joseph Media is not responsible for reproduction of type in sizes smaller than those mentioned above.
- Ink density for all four process colours must not exceed 300%.
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from the supplied PDFX-1a file.
- All ads must include crop/registration marks. These crop/registrations marks should have an offset of 1/4"(18pts) beyond trim.
- For all spread ads, please leave 3/8"(27pts) type safety on each side of gutter.
- St. Joseph Media reserves the right to add a keyline to floating ads to differentiate them from editorial.
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content.
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files.
- All advertising materials will be destroyed by St. Joseph Media if not requested within one year after date last used.

**Proof Requirements**

- St. Joseph Media will only be responsible for ad reproduction if a proof conforming to DMAC standards is supplied.
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proofs are also required for ads submitted via the AdDirect portal.
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements.
- EPSO proofs are available at $50 each.
### SIP AD SPECS

<table>
<thead>
<tr>
<th>Advertising Unit</th>
<th>Bleed Ads</th>
<th>Non-Bleed Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DPS</strong></td>
<td>15.75&quot; x 10.75&quot;</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Full page</strong></td>
<td>7.875&quot; x 10.75&quot;</td>
<td>7.375&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>5.02&quot; x 10.75&quot;</td>
<td>4.464&quot; x 9.79&quot;</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>n/a</td>
<td>6.763&quot; x 4.827&quot;</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.71&quot; x 10.75&quot;</td>
<td>2.162&quot; x 9.79&quot;</td>
</tr>
<tr>
<td>1/3 square</td>
<td>n/a</td>
<td>4.464&quot; x 4.827&quot;</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>n/a</td>
<td>2.162&quot; x 4.827&quot;</td>
</tr>
</tbody>
</table>

**Bleed trim:** Ads intended to bleed should be built to this size. Extend images beyond these size specifications by an additional 1/8" on all sides. Keep all essential elements (text and logos) 1/4" inside the bleed trim for type safety.

**Non-bleed trim:** Ads that don’t bleed should be built to this size. Ads will be placed on our template.

---

### Digital Requirements for Advertising Material

St. Joseph Media will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- Please adhere to the live area specs as stated.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- All ads with bleed must have 1/8" bleed on all four sides.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- Do not use spot colours or RGB art. Convert all colours to CMYK.
- Keep any black/grey type as one colour black (no four colour black text).
- Ink density for all four process colours must not exceed 300%.
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from the supplied PDFX-1a file.
- All ads must include crop/registration marks. These crop/registration marks should have an offset of 1/4" (18pts) beyond trim.
- For all spread ads, please leave 3/8" (27pts) type safety on each side of gutter.
- St. Joseph Media reserves the right to add a keyline to floating ads to differentiate them from editorial.
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content.
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files.
- All advertising materials will be destroyed by St. Joseph Media if not requested within one year after date last used.

### Proof Requirements

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- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proofs are also required for ads submitted via the AdDirect portal.
- **NOTE:** ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements.


---

**Shipment:** Toronto Life Production Dept., St. Joseph Media, 111 Queen St East, Suite 320, Toronto, ON M5C 1S2

**Attention:** Kristen Sykes, Production Manager (416 364 3333 x 4536, ksykes@stjosephmedia.com)

Visit the AdDirect home page to take the tour on how to upload your ad using the preflight portal system.

[addirect.sendmyad.com](http://addirect.sendmyad.com)
# Digital Specs & Rates

<table>
<thead>
<tr>
<th>Creative Format</th>
<th>Pixel Size</th>
<th>Max File Size (animation)</th>
<th>Net CPM Rate*</th>
<th>Expanding Creative +25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Box (above fold)</td>
<td>300 x 250</td>
<td>40k – 3 rotations</td>
<td>$30</td>
<td>600 x 250</td>
</tr>
<tr>
<td>Double Big Box (above fold)</td>
<td>300 x 600</td>
<td>40k – 3 rotations</td>
<td>$50</td>
<td>n/a</td>
</tr>
<tr>
<td>Takeover** (Double Big Box, Leaderboard, Wallpaper)</td>
<td>n/a</td>
<td>n/a</td>
<td>$110</td>
<td>n/a</td>
</tr>
<tr>
<td>Leaderboard (above fold)</td>
<td>728 x 90</td>
<td>40k – 3 rotations</td>
<td>$30</td>
<td>728 x 360</td>
</tr>
<tr>
<td>In Blog Ad</td>
<td>560 x 90</td>
<td>40k – 3 rotations</td>
<td>$25</td>
<td>n/a</td>
</tr>
<tr>
<td>Big Box (below fold)</td>
<td>300 x 250</td>
<td>40k – 3 rotations</td>
<td>$20</td>
<td>600 x 250</td>
</tr>
<tr>
<td>Full Page Video Interstitial</td>
<td>640 x 360*</td>
<td>n/a</td>
<td>$70</td>
<td>n/a</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>150k – 3 rotations</td>
<td>$40</td>
<td>n/a</td>
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<tr>
<td>Pushdown</td>
<td>970 x 90</td>
<td>150k – 3 rotations</td>
<td>$50</td>
<td>970 x 415</td>
</tr>
<tr>
<td>Sidekick</td>
<td>300 x 250</td>
<td>n/a</td>
<td>$50</td>
<td>600 x 250</td>
</tr>
<tr>
<td>Interactive Dashboard</td>
<td>640 x 360**</td>
<td>n/a</td>
<td>$65</td>
<td>n/a</td>
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<tr>
<td>Full Page Interstitial</td>
<td>640 x 360**</td>
<td>n/a</td>
<td>$60</td>
<td>n/a</td>
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<tr>
<td>Wallpaper</td>
<td>1600 x 900</td>
<td>150k – static</td>
<td></td>
<td>n/a</td>
</tr>
</tbody>
</table>

* rich media add 20%
** takes priority over all other ad units

### Brand Newsletters

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixel Size</th>
<th>Net CPM</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
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<td>$80</td>
</tr>
<tr>
<td>Big Box</td>
<td>300 x 250</td>
<td>$80</td>
</tr>
<tr>
<td>Button</td>
<td>125 x 125</td>
<td>$30</td>
</tr>
<tr>
<td>Text Link</td>
<td>35 words</td>
<td>$15</td>
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</table>

### Third Party Eblasts

<table>
<thead>
<tr>
<th>Name</th>
<th>List Size/Freq</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto Life Insider</td>
<td>18,850 (Wk)</td>
<td>$120</td>
</tr>
</tbody>
</table>

Note: For geo-targeting add 25%
That’s Toronto.
That’s Toronto Life