

The Toronto Star logo is centered in a blue banner with white double-line borders. The text 'TORONTO STAR' is written in a white, bold, serif font.

TORONTO STAR

MEDIA KIT 2019

OUR AUDIENCES BECOME YOUR CUSTOMERS

TORONTO STAR

Toronto Star is Canada's largest local daily newspaper, with one of the largest readerships in the country. The Star began as the "paper for the people". As a cross-platform national news brand today, it continues to uphold the highest standards of journalistic integrity.

The Star's award-winning investigations and reporting engage communities to effect positive change. This inclusive and deeply local approach has earned the trust of a loyal audience - in Toronto - and in cities across the country.

Total Footprint:
2,695,000 (Print + Digital)

Print Circulation:	Print Readership:
Weekday: 193,050	Avg. Weekday: 952,000
Saturday: 290,153	Saturday: 1,599,000
Sunday: 185,159	Sunday: 1,233,000

Website: thestar.com

Monthly Unique Visitors: 5,788,000
Monthly Page Views: 33,121,000

Sources: Vividata Spring 2019 Study, Total Adults 18+; Comscore Media Metrix, Multi-Platform-Avg. Monthly Unique Visitors, January-March 2019. Circulation: CCAB 12 month period ending Dec 2018.

FACT:
The Star's readership in Toronto represents **over 30%** of the city's population.

DID YOU KNOW...
Superman's alter ego, Clark Kent, first worked as a reporter at the Daily Star? Superman co-creator Joe Shuster named it after the Toronto (Daily) Star where he'd once worked as a paperboy.



EDITORIAL CALENDAR

SUNDAY

- News, Insight & Politics
- Sports
- Entertainment
- New York Times
- New York Times Book Review

MONDAY

- News
- Sports
- Greater Toronto
- Star Business Journal
- Entertainment & Life

TUESDAY

- News
- Sports
- Greater Toronto
- Star Business Journal
- Smart Money
- Entertainment & Life

WEDNESDAY

- News
- Sports
- Greater Toronto
- Star Business Journal
- Entertainment & Life

THURSDAY

- News
- Sports
- Greater Toronto
- Star Business Journal
- Entertainment
- Travel & Life

FRIDAY

- News
- Sports
- Greater Toronto
- Star Business Journal
- Entertainment & Life

SATURDAY

- News
- Sports
- GTA
- Star Business Journal
- Life
- Entertainment & Books
- Travel
- Insight
- Homefinder.ca
- Wheels
- Starweek
- Comics & Puzzles

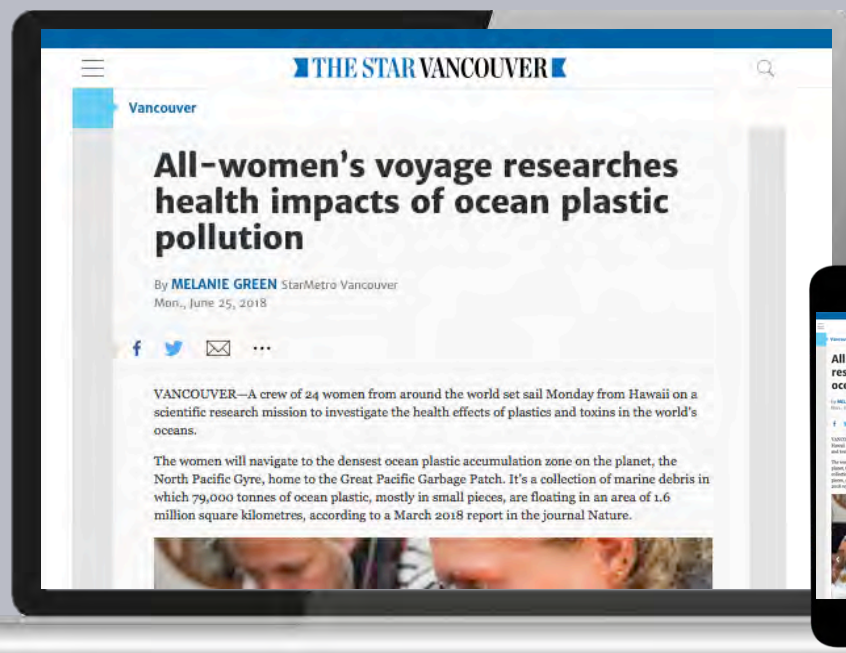
STRONG DIGITAL AUDIENCE

THESTAR.COM

One of the most-visited newspaper websites in Canada, thestar.com is an award-winning news, information and entertainment site that attracts visitors who are affluent, educated and influential decision-makers. Thestar.com offers a trusted national news site and a deeply local perspective with landing pages in StarMetro markets across the country.

5,788,000 monthly unique visitors

33.1M avg. monthly page views



75%
MOBILE-ONLY USERS

17%
DESKTOP-ONLY USERS

54%  46% 

46%
HHI \$100K+*

25%
18-34

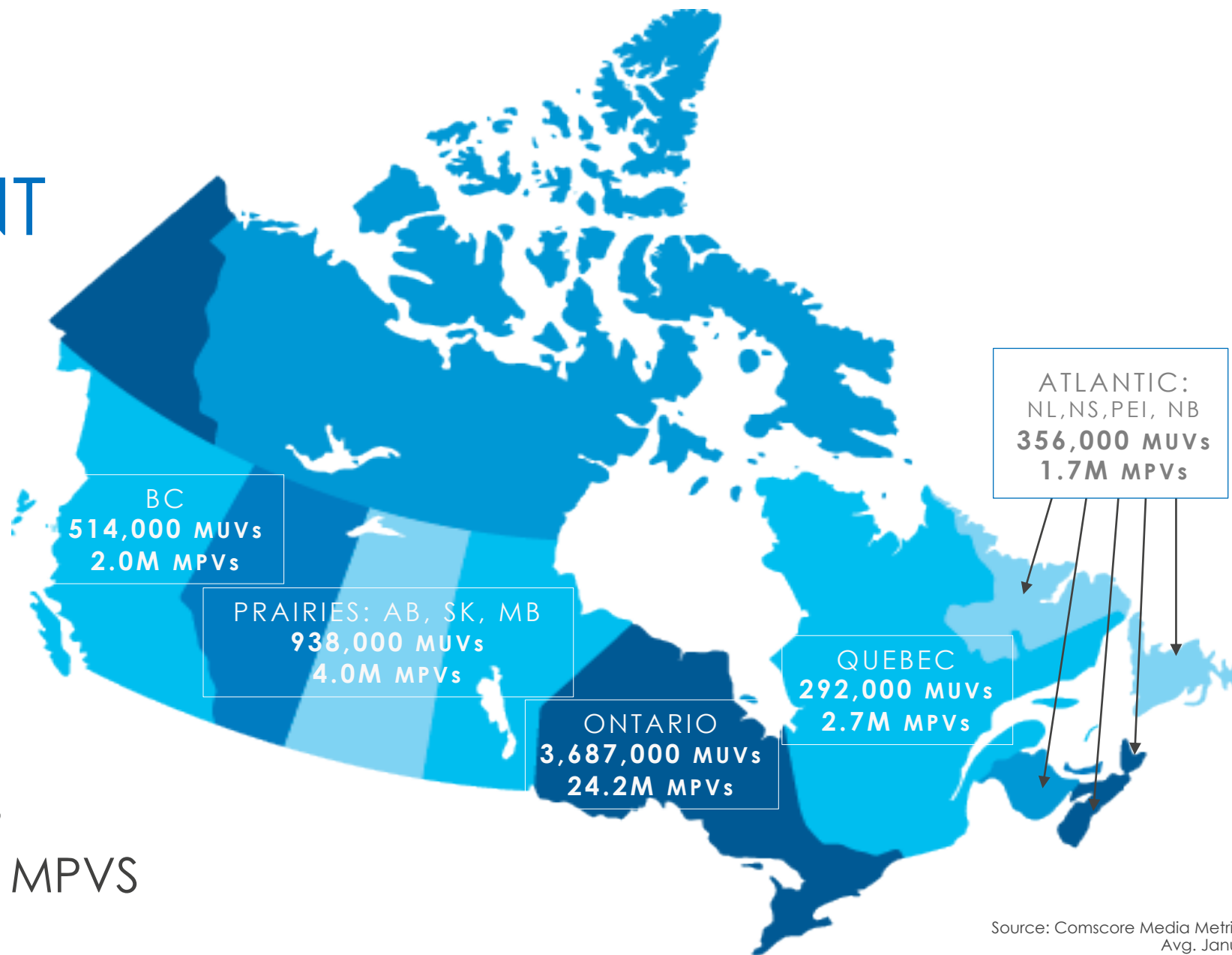
45%
35-54

30%
55+

Source: Comscore Media Metrix, Multi-Platform-Avg., January–March 2019
(*based on desktop users only)

DIGITAL FOOTPRINT

THESTAR.COM



CANADA:
5,788,000 MUVS
33.1M Average MPVS

Source: Comscore Media Metrix, Multi-Platform-Avg. January-March 2019

EMAIL MARKETING

TARGETING BY CATEGORY, AGE, GEO & GENDER, HHI, LIFESTYLE, FAMILY

Wonderlist
235,000

Wonderlist
Weekly Extras
61,000

thestar.com
Dedicated
42,000

thestar.com
Morning
Headlines
24,829

thestar.com
Daily Sports
9,483

toronto.com
Third party
13,000

Source: Q1 2018 SMM Internal Email Stats

Wonderlist.ca Advertising Message
Maserati
ONTARIO | TORONTO | OAKVILLE
Ghibli
STARTING AT
\$83,800
LEASE A 2016 GHIBLI SQ4 FOR \$989/MTH AT 1.9%
FOR 48 MTHS WITH \$9800 DOWN
MASERATONTARIO.COM | MASERATOAKVILLE.COM
THE ALL NEW MASERATI LEVANTE
COMING FALL 2016

Wonderlist.ca
You could WIN a \$1,000 shop card to Crate&Barrel
Once In A Blue Room
ENTER TODAY for your chance to WIN:
€ A \$1,000 shop card to Crate and Barrel
ENTER NOW

TORONTO STAR
MORNING HEADLINES
Ontario wage-theft victims \$83M out of pocket.
Hot, busy, violent weekend in Toronto.
Syrian refugee families struggle amid delays in benefits.
ENTER TODAY TO WIN
YOU COULD WIN GREAT PRIZES

TORONTO STAR
SPORTS HEADLINES
BLUE JAYS
Stroman's big night wasted as Blue Jays fall to Astros in extras
OLYMPICS
Raptors
WE'VE UPPED OUR GAME
BLUE JAYS
Sanchez heads to Blue Jays bullpen after deadline deals: Griffin
BLUE JAYS
Blue Jays cash in with late Liriano swap
ARGOS
Argonauts kicker breaks down perfect night

toronto.com
SIGN UP TO RECEIVE OUR PROMOTIONAL E-MAILS AND YOU COULD WIN A 2016 TOYOTA RAV4 HYBRID
Home Owners helping homeowners
2016 TOYOTA RAV4 Hybrid
YOU COULD WIN A NEW CAR

toronto.com | Weekender
This Weekend
DISTILLERY PATIOS
ANTI
JUN
On The Stage

TORSTAR MEDIA CAPABILITIES

Full Funnel and Brand Safe Marketing Solutions for Client Success
Flexible Buying Options for Any Client Need

PROGRAMMATIC

- ✓ Private Auctions
- ✓ Preferred Deals
- ✓ Programmatic Guaranteed
- ✓ Reporting and QBR

MANAGED AUDIENCE SOLUTIONS

- ✓ Multiplatform – digital, print, events
- ✓ Over 350+ Behavioural Segments
- ✓ Owned & Operated Inventory and Exchanges
- ✓ Display, Social, Search, Video, Audio Units
- ✓ Custom Segments
- ✓ Custom Content Marketing
- ✓ 1st and 3rd Party Data
- ✓ 2nd Party Data Integration
- ✓ Verification and Reporting

FULL SERVICE

All Managed Audience Solutions, **PLUS**

- ✓ Strategy and Planning
- ✓ Full Funnel Execution
- ✓ Optimization against KPIs
- ✓ Creative Services
- ✓ Custom Content and Media Amplification
- ✓ Custom Reporting

TORONTO STAR AUDIENCE PROFILE



		000s	%	Index
GENDER SPLIT	Male	1414	52	108
	Female	1281	48	92
AGE BREAKDOWN (YEARS OLD)	18-34	780	29	93
	18-49	1495	55	96
	25-34	462	17	92
	25-49	1177	44	97
	35-49	715	27	100
	50-64	667	25	100
	35+	1914	71	103
	65+	533	20	112
MARITAL STATUS	Married/Living Together	1589	59	103
	Single/Widowed/Divorced/Separated	1106	41	96
EDUCATION	High School Graduate	386	14	86
	Some Post Secondary	784	29	96
	University Graduate+	1408	52	112
OCCUPATION	Managers / Professionals	941	35	109
	Other White Collar	298	11	107
	Clerical / Secretarial	220	8	94
	Blue Collar	270	10	88
	Self-Employed	292	11	88
	Less Than \$50,000	793	29	95
HOUSEHOLD INCOME	\$50,000 - \$75,000	433	16	93
	\$75,000 - \$100,000	396	15	98
	\$100,000+	1073	40	109
HOUSEHOLD TENURE	Own	1904	71	102
	Rent	791	29	96
HOUSEHOLD COMPOSITION	3 or more People in HH	1844	68	98
	Have Child(ren) < 18	1151	43	100

SOURCE: Vividata Spring 2019, Weekly Cume Readership Print + Digital
BASE: Toronto Adults 18+ (5,086,000)

THE KIT

THEKIT.CA

The Kit is a modern media brand that uses the power of digital, social and print to create rich, engaging, authentic content that reaches its audience in the right place, at the right time.

The Kit connects by understanding that women want stories that both delight and offer insight - stories that light up the possibilities offered by fashion and beauty - while also decoding it to fit naturally into their lives. Informing and inspiring, The Kit speaks to women on every level and on every platform.

Print Readership:

515,000 weekly

Print Circulation:

300,000 weekly (7 markets)

Website: thekit.ca

Monthly Unique Visitors: 212,000

Monthly Page Views: 391,000

DISTRIBUTION

Toronto Star: 130,000

StarMetro Toronto: 30,000

StarMetro Vancouver: 50,000

Montreal Gazette: 25,000

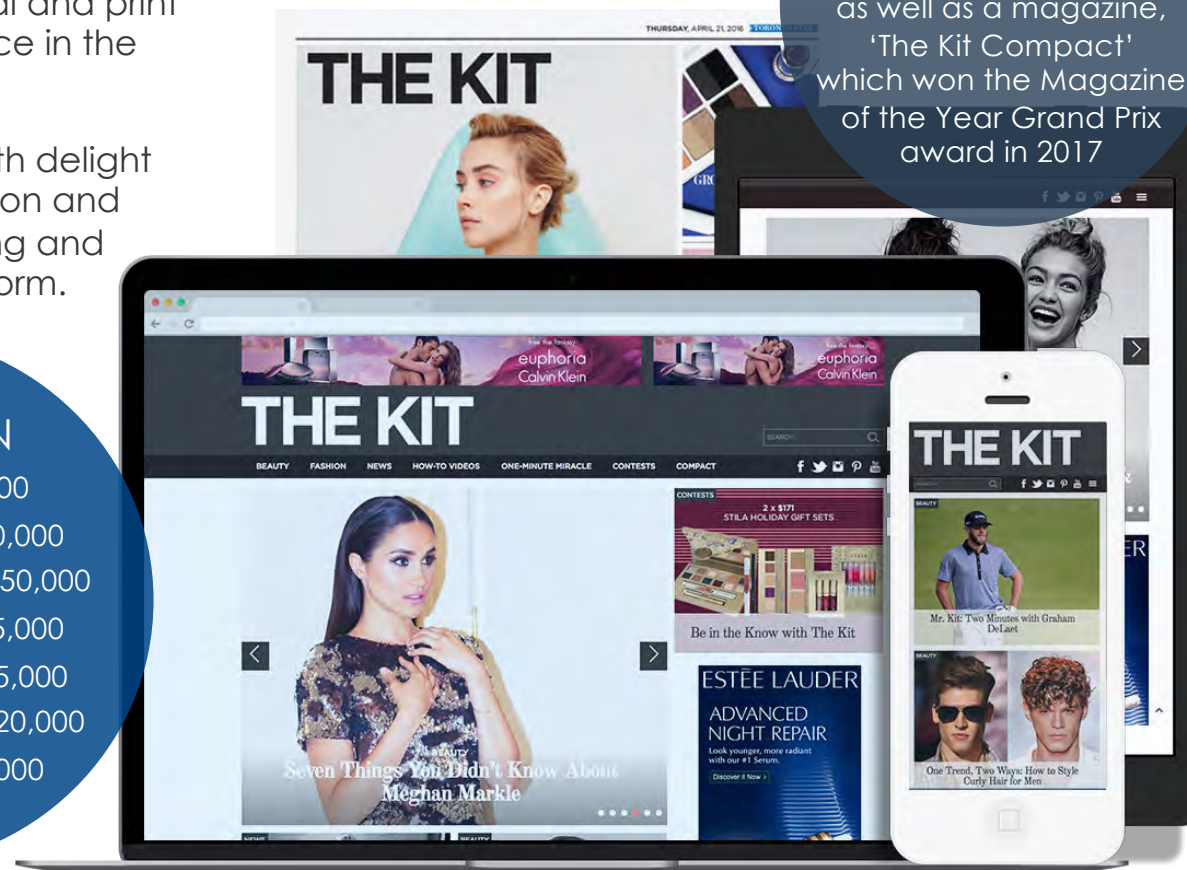
StarMetro Calgary: 25,000

StarMetro Edmonton: 20,000

Ottawa Citizen: 20,000

FACT:

The Kit publishes special editions in Chinese and French as well as a magazine, 'The Kit Compact' which won the Magazine of the Year Grand Prix award in 2017



Sources: Vividata Spring 2019 Study, VECTOM Markets Adults 18+ Read The Kit (Paper*); Google Analytics, February – April 2019 Avg. *Note: In house model based on Vividata Spring 2019 Study, factored for fashion/lifestyle content readership and circulation.

THE NEW YORK TIMES

WEEKEND SPECIAL SECTION

Thought-provoking, insightful and entertaining. The New York Times and Book Review attracts an affluent and educated audience.

The NYT supplement is ideal for display ads or custom content. Delivered Saturdays in The Hamilton Spectator and The Record, and Sundays in the Toronto Star, readers truly value this premium content and invest an extra \$1.50 each week to receive it at their home.

Print Weekly Distribution

- 35,574 Toronto
- 16,385 Hamilton
- 4,753 Waterloo

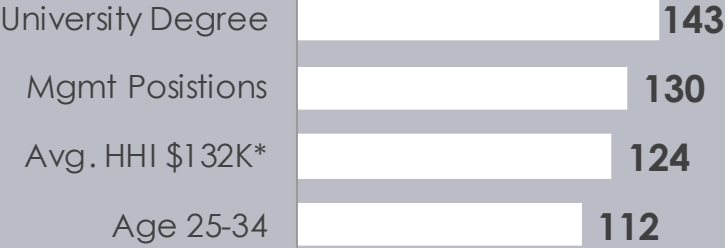
TOTAL Weekly Print Distribution



The NYT Audience

NYT subscribers in Toronto are **younger, make more money** and are **more educated** than the average Ontario resident.

NYT SUBSCRIBER INDEX OVER AVERAGE



Sources: Internal Distribution Stats – NYTIW, 12 Avg. ending December 2018; Environics Analytics DemoStats 2018, Based on New York Times Subscribers vs Total Ontario population. *vs. Ontario Avg. HHI(\$106K)

STARWEEK

WEEKLY TELEVISION LISTINGS MAGAZINE

Starweek is a valuable daily planning tool for dedicated readers. Over 50 pages of content including: detailed show listings by half hour time blocks, a daily "Worth Watching" feature, TV-based puzzles and games, and more.

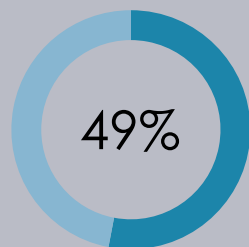
Starweek is available as an opt-in subscription and in single copy editions of the Saturday Star.

Committed: Star subscribers pay an extra \$1.00 to receive a copy of Starweek with their Saturday edition

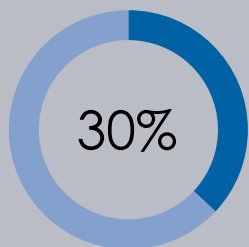
123,969
weekly
distribution



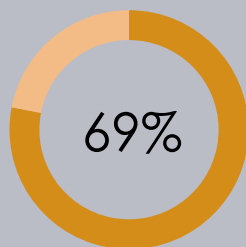
Educated. Affluent. And younger than you might expect.



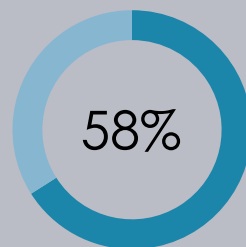
Adults 25-54



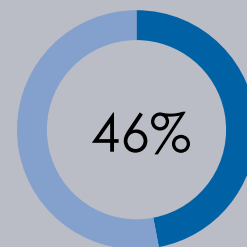
Adults 65+



Home
Owners



Married/Living
Together



University
Degree



Average
HHI

TORONTO STAR SOLUTIONS



Print

- Custom Publishing
- Special Sections
- Impact Ad Executions
- Zoning Opportunities
- Local or National campaign opportunities



Digital

- Programmatic
- Native advertising
- Digital ads
- Site takeover
- Sponsored content
- Mobile geo-targeting
- Sponsored e-blasts
- Daily newsletters



Content

- Articles and videos
- Infographics
- Custom magazines
- Corporate newsletters
- Brand videos
- Company profiles
- Events coverage



Print & Distribution

- Print & distribution
- Inserts
- Glossy wraps
- Die-cut wraps
- Hi-brite wraps
- Tag-ons
- Polybags
- Post-it notes
- Product sampling



Experiential

- Street teams
- Sampling
- Outdoor
- Exhibits
- Activations
- Augmented reality

CONTENT

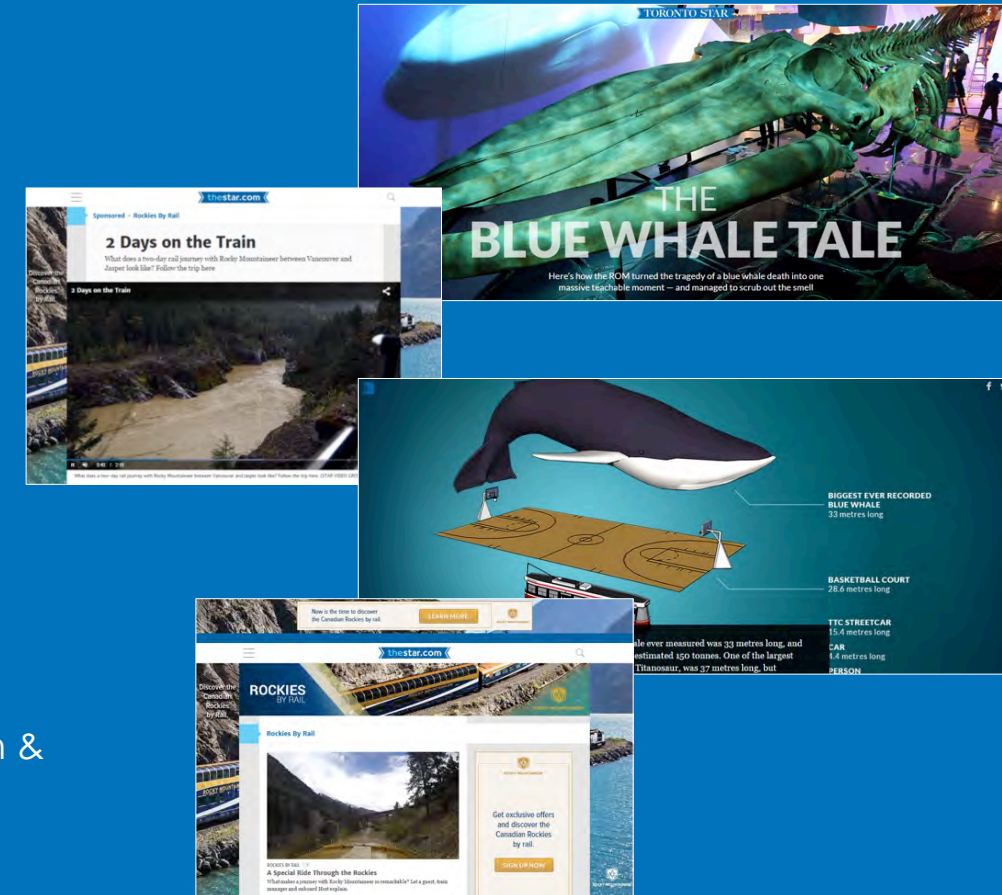
LET US TELL YOUR STORY

We are a multi-platform content organization reaching audiences across Canada with a suite of content services.

We provide advertisers with a strategic fit for their message through stories that come to life in words, images, video, social media and custom environments.

CUSTOM CONTENT SERVICES INCLUDE

- Original Content
- Content Strategy
- Events & Experiential
- Infographics
- Long-form Editorial
- Creative Concepting
- Content Audits
- Content Editing
- Video Production
- Search Optimization
- Strategic Partnerships
- Custom Publishing
- Content Amplification/
Promotion
- Measurement, Attribution &
Optimization



CUSTOM PRINTING & DISTRIBUTION SOLUTIONS

FULL SERVICE PRODUCTION - TARGETED DISTRIBUTION

Our turn-key print and distribution product offers marketers a one-stop shop for the development, printing and distribution of advertising messaging. From cover wraps and flyers to inserts, outserts and custom magazines, our team can reach your targeted audience in the GTA, Ontario and across Canada.

Our **Business Geomatics** team provides advanced distribution analytics which can leverage geographical and demographic as well as client proprietary data to make the best possible insert distribution recommendations.

- Geo-Target radius from client locations, custom territories, etc.
- Demographic/expenditure based targeting with such factors as age, income, education, Environics PRISM clusters, spend, etc.
- Proprietary Customer data (fully compliant with privacy requirements)



INSERTS

TORONTO STAR DISTRIBUTION
AVAILABLE THURSDAY AND SATURDAY

Thursday:

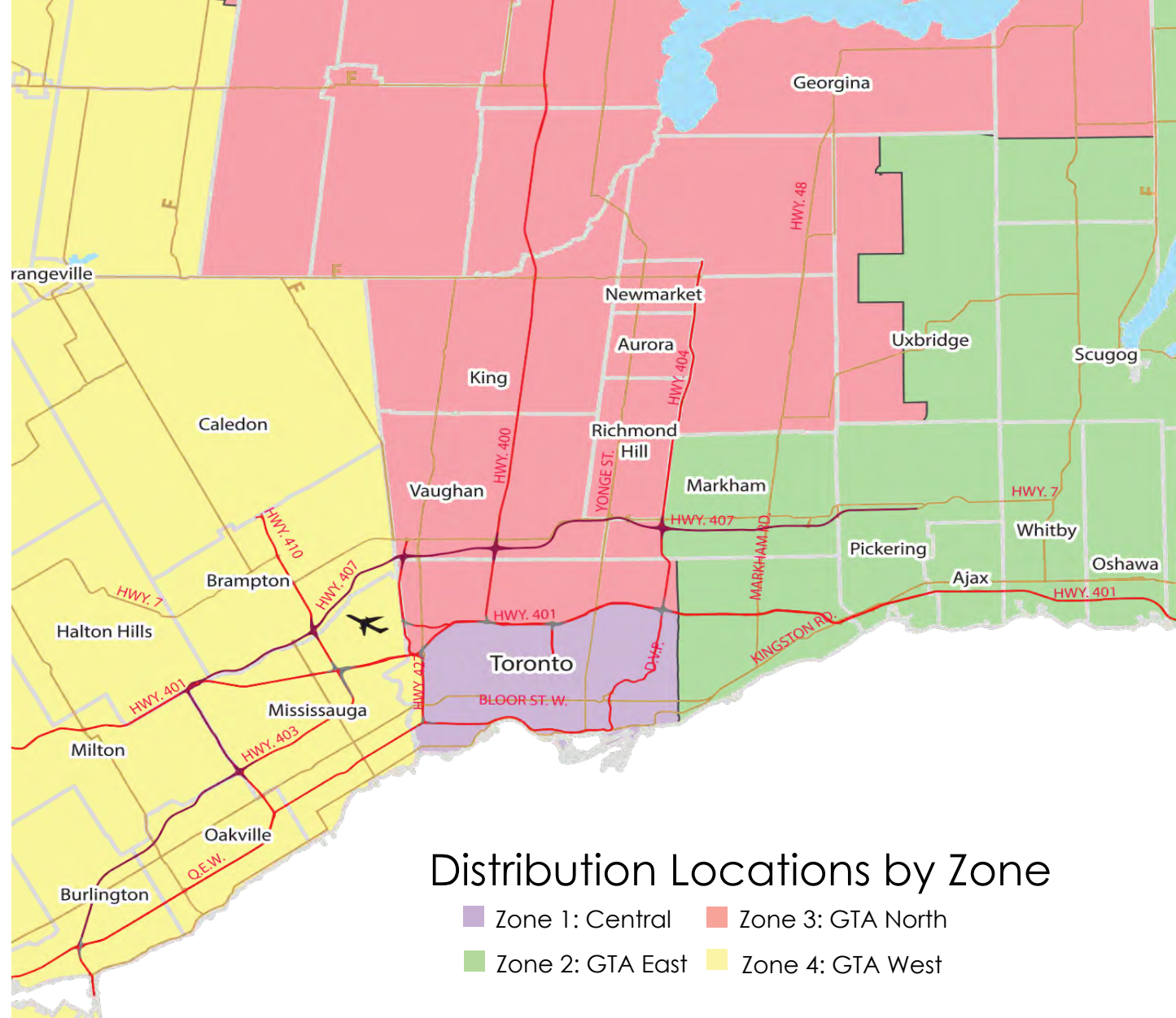
Home Delivery and Provincial

Saturday:

Home Delivery, Single Copy, Provincial

Flexible delivery within the GTA by selected zones:

- Access to new homes and condo developments
- Volume CPM discounts
(Activity pro-rated to ROP contract)
- Delivery by adult carriers
- Guaranteed AM delivery
- Minimum quantity 10,000 per drop



Distribution Locations by Zone

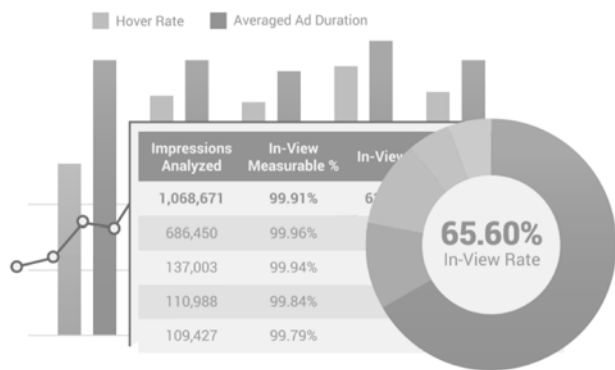
- Zone 1: Central
- Zone 2: GTA East
- Zone 3: GTA North
- Zone 4: GTA West

GUIDED BY RESULTS

PROVING PERFORMANCE

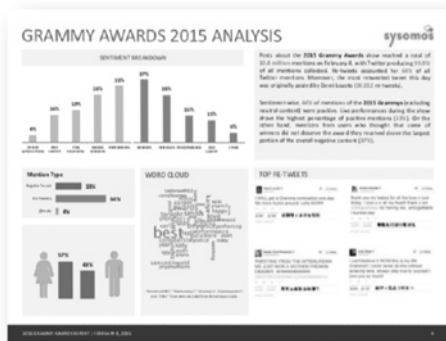
Whether it's through our proprietary studies and first-party data, industry-recognized market research, or our technology partnerships, Star Metroland Media will analyze performance, apply insights and optimize your campaigns to drive results.

PAGE-LEVEL QUALITATIVE/ QUANTITATIVE ANALYTICS



MOAT

SOCIAL INSIGHTS



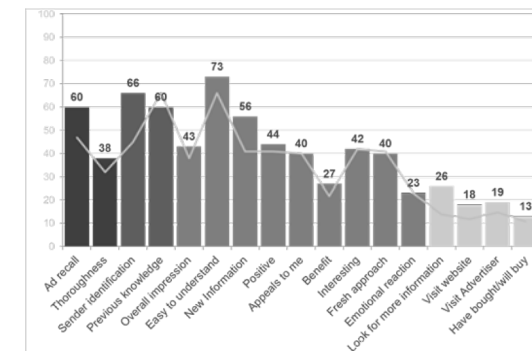
sysomos

NEWSROOM ANALYTICS



PARSE.LY

BRAND LIFT, SENTIMENT & BENCHMARK REPORTING



RAM

CLOSING THE LOOP - ATTRIBUTION

Our tool box for measuring media effectiveness includes

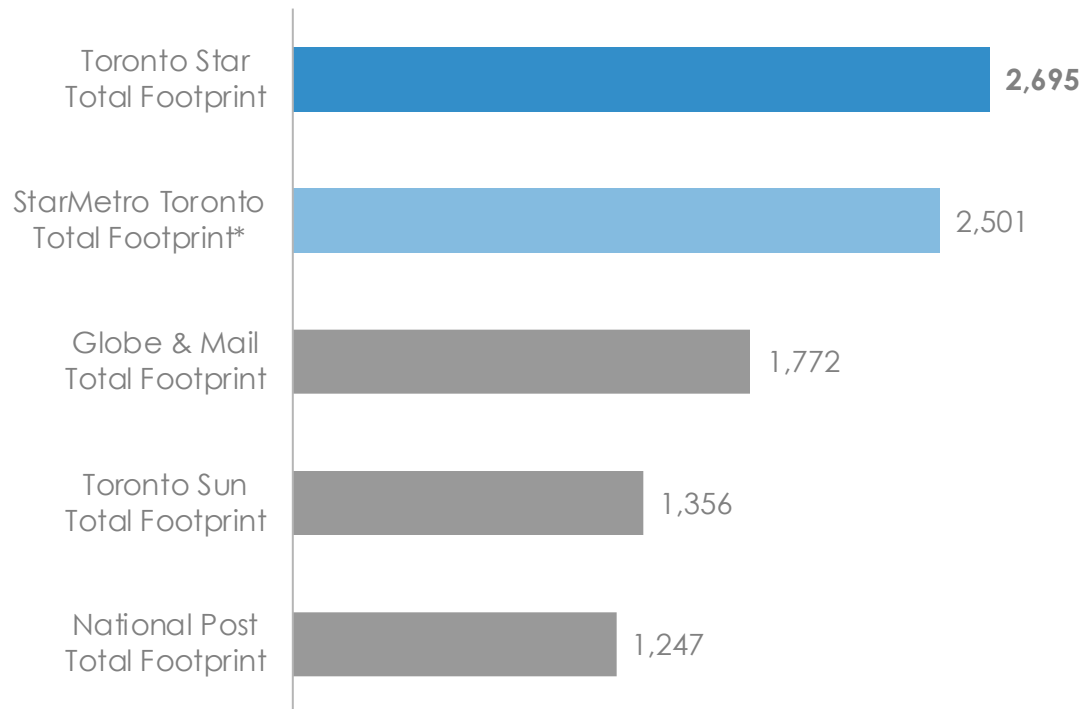


OVER A MILLION READERS EVERY SATURDAY

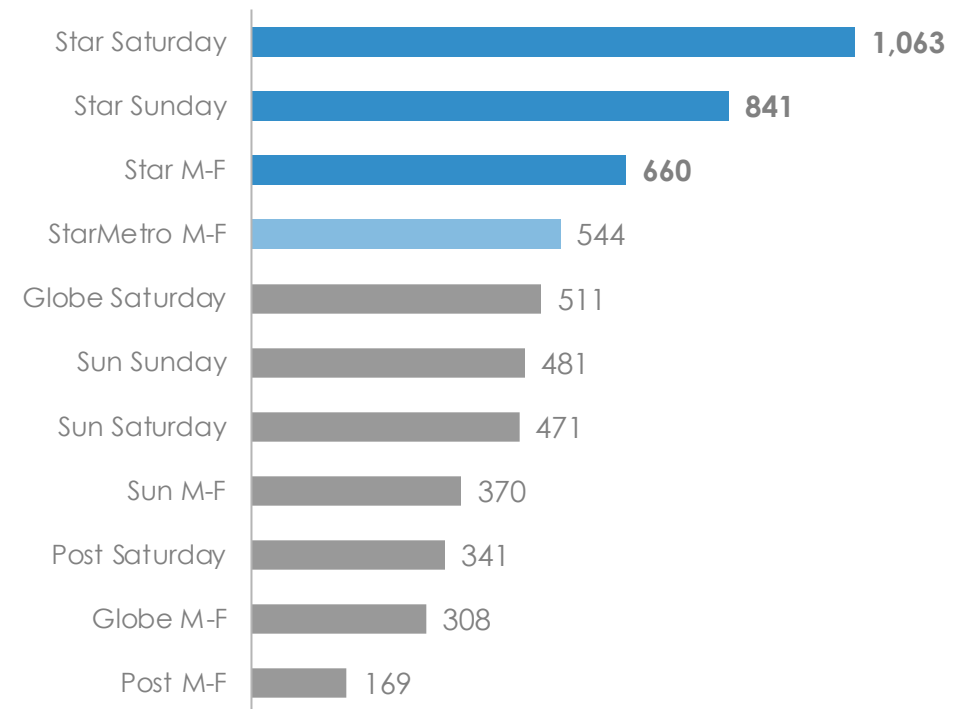
DOMINANT REACH IN THE NATION'S LARGEST CITY

Toronto CMA, Adults 18+ (000)

Engage with a Multiplatform Newspaper Brand
Weekly Print/Digital Readership (Total Footprint)



Largest Daily Print Reach
Average Issue Print Audience



Source: Vividata Spring 2019 Study, Toronto CMA, Adults 18+. * includes Toronto Star Digital

THE PROVINCE'S MOST-READ NEWS BRAND

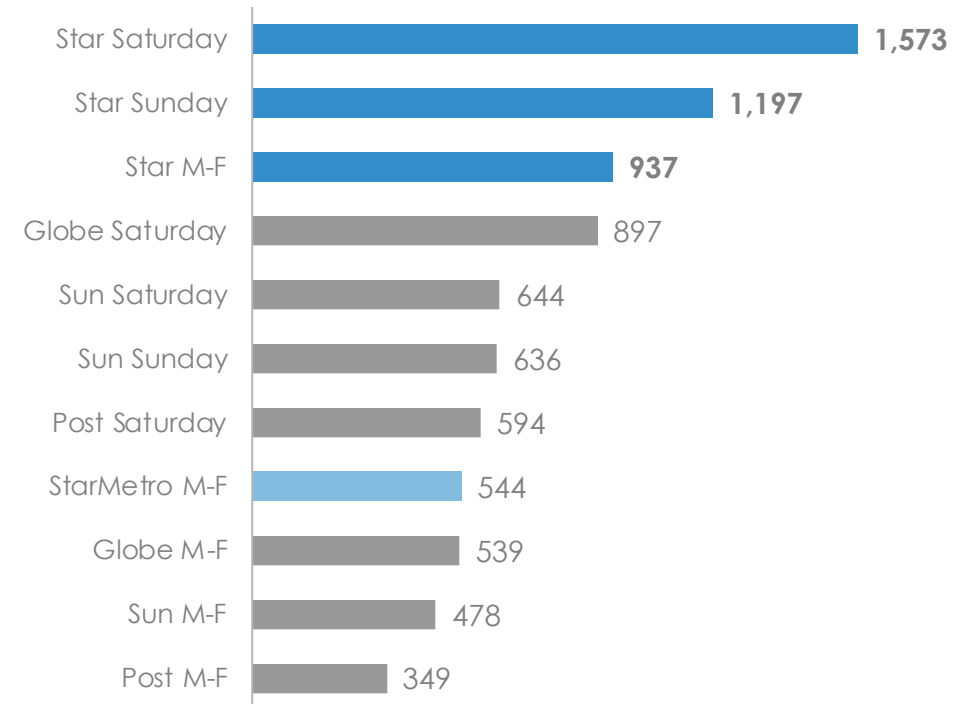
TAP INTO THE ONTARIO REACH OF TORONTO STAR

Ontario, Adults 18+ (000)

Engage with a Multiplatform Newspaper Brand
Weekly Print/Digital Readership (Total Footprint)



Largest Daily Print Reach
Average Issue Print Audience



Source: Vividata Spring 2019 Study, Ontario, Adults 18+. * includes Toronto Star Digital

GET IN TOUCH

LET US KNOW WHAT YOUR MARKETING GOALS ARE
AND WE'LL GET TO WORK TO HELP YOU REACH THEM.

CONTACT US

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thestar.com

SPECS & DEADLINES

[Specs & Deadlines](#)