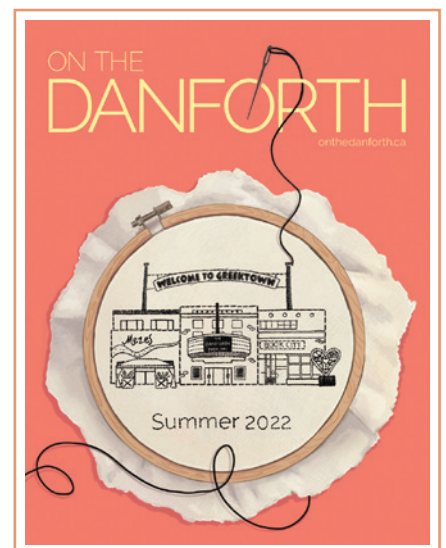
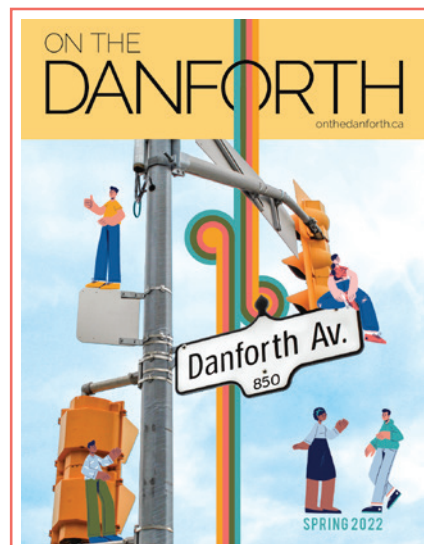
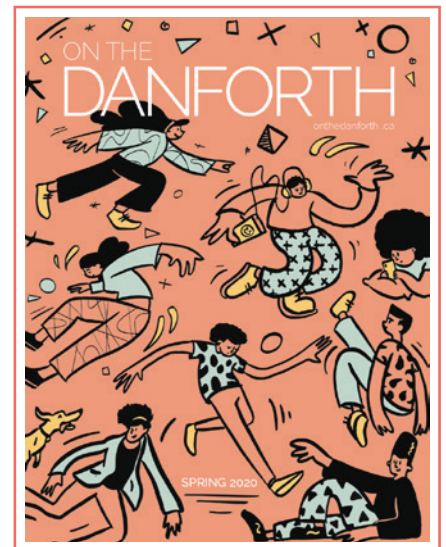
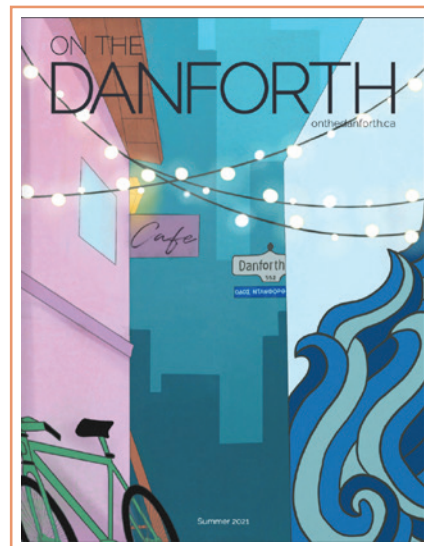
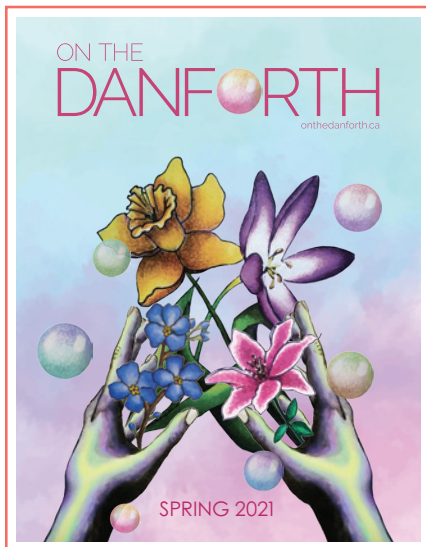


# ON THE DANFORTH

2022-2023 Media Kit

19<sup>TH</sup> EDITION



## ABOUT US

*On the Danforth* is a bi-annual neighbourhood magazine published and produced by the students of Centennial College's Publishing – Book, Magazine and Electronic program. Now in its nineteenth year, the magazine will continue to showcase the dynamic community full of new and historic businesses.

Both the Spring and Summer issues will creatively speak to community-oriented matters and stories, inspiring love for the neighbourhood's unique qualities, while exploring the future for local businesses as they adapt to a new normal.

## ABOUT THE NEIGHBOURHOOD

*On the Danforth* Magazine boasts a loyal and engaged readership of 12,000. The magazine is published twice yearly, once in the spring and once the summer, and it is distributed to residents of the Danforth and surrounding areas. Free copies of the magazine are available at a number of businesses in the community, ranging from coffee shops to salons to medical offices. Over 6,000 copies will be distributed in 2023. In addition to physical copies,

*On the Danforth* will also be available online at **[www.onthedanforth.ca](http://www.onthedanforth.ca)**, making the publication more accessible to a wider readership. Our magazine provides a unique opportunity for your business, as it is circulated to a community rich in culture and history. With cost-effective advertising options and targeted brand exposure, partnering with *On the Danforth* will be the best decision you make for your business this year.

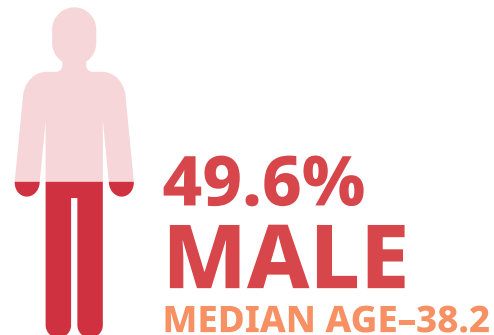
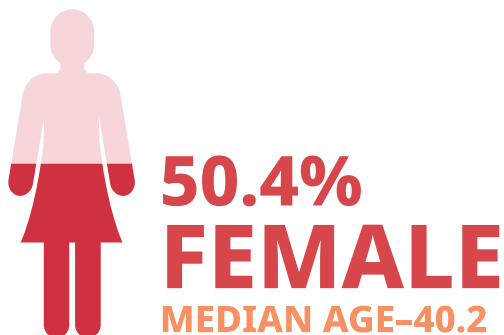
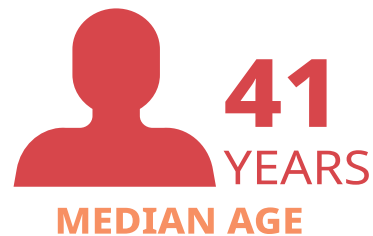
# CIRCULATION

The Danforth is an extraordinary neighbourhood that prides itself on community, history, and culture. This publication is catered towards the Danforth district of Toronto, with a readership consisting of local residents who care deeply for their community. Individuals who live on the Danforth and surrounding boroughs have a large interest in arts, music, fashion, food and drinks, books, sustainability, and lifestyle wellness, making it an exciting place to live and visit.

## POPULATION AGE



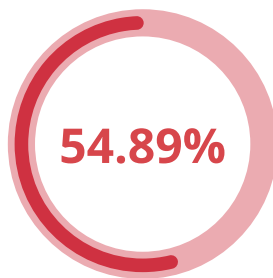
## RESIDENTS WITH POST-SECONDARY EDUCATION



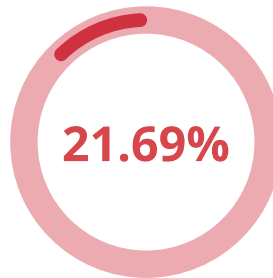
# \$ HHI 102,400

**AVERAGE HOUSEHOLD INCOME**  
(Average after-tax income of household)

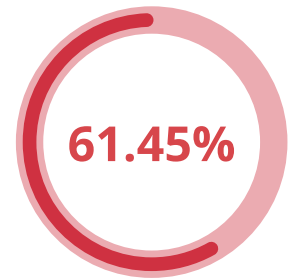
**HOUSEHOLDS THAT OWN  
THEIR OWN HOME**



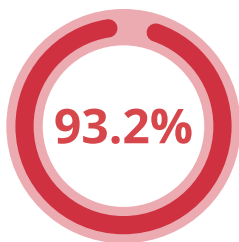
**HOUSEHOLDS WITH  
HHI ABOVE \$150,000**



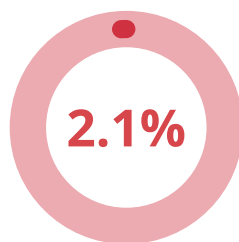
**HOUSEHOLDS THAT  
INCLUDE CHILDREN**



## FIRST LANGUAGE



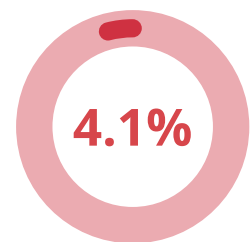
**ENGLISH**



**FRENCH**



**ENGLISH  
AND FRENCH**



**OTHER  
LANGUAGE**

Please contact *On the Danforth's* sales team with any questions you may have at [salesonthedanforth@gmail.com](mailto:salesonthedanforth@gmail.com).

We look forward to working with you and helping you promote your business!

# AD SPECIFICATIONS AND SUBMISSION

Please submit your ad to us at **salesonthedanforth@gmail.com** by **January 13, 2023**.

- We will accept digital files only; PDP and PDF files are preferred, but we also accept InDesign, Illustrator, and Photoshop files.
- Files must be high resolution (300 PPI) and CMYK colour mode, in TIFF, JPEG, or EPS format.
- Advertisements must be submitted with a **0.125" bleed**.

## AD DESIGN

For an additional charge of 15%, our creative team is prepared to help you design the perfect ad for your company. Please contact **salesonthedanforth@gmail.com** with any inquiries and we will be happy to provide you with further information. We will be accepting ad design requests until **January 13, 2023**.

## WEB PROMOTIONS

*On the Danforth* is giving local businesses the chance to reach a larger audience through our magazine's social media channels including Twitter, Instagram, Facebook, and our brand new TikTok account. If you're interested in promoting your business with us, please contact the sales team at **salesonthedanforth@gmail.com**.

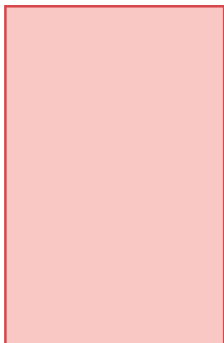
**Deadline to Submit : January 13, 2023**

# ADVERTISING OPTIONS AND PACKAGES

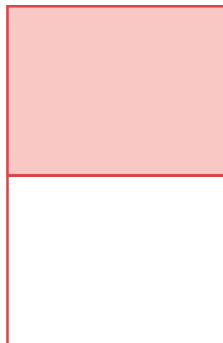
We are proud to offer ads in a variety of sizes and styles to accommodate your budget and support your marketing goals.  
(HST not included in prices)

## *Print Options*

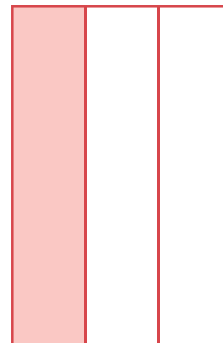
Products	Sizes	One Issue	Both Issues	Savings
Inside Front Cover	8.125" x 10.875"	\$630	\$1,070	\$190
Inside Back Cover	8.125" x 10.875"	\$575	\$1,010	\$140
Outside Back Cover	8.125" x 10.875"	\$685	\$1,210	\$160
Full Page	8.125" x 10.875"	\$510	\$900	\$120
Half Page	8.125" x 5.4375"	\$300	\$500	\$100
Third Page	2.708" x 10.865" OR 8.125" X 3.625"	\$250	\$420	\$80



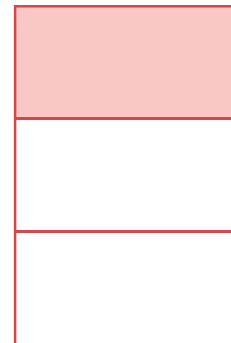
**FULL PAGE**



**HALF PAGE**



**THIRD PAGE**



## Website Ad Options

Products	Sizes	One Month	Three Months	Savings
<b>NEW!</b> Home Page	3.125"x 3.125"	\$150	\$375	\$75
<b>NEW!</b> Content Page	3.125"x 3.125"	\$115	\$100	\$45

## Social Media Packages

<b>Package 1:</b> 1 Instagram Post + 1 Facebook Post	\$35
<b>Package 2:</b> 2 Instagram Posts + 2 Facebook Posts + 1 Twitter Post	\$65
<b>NEW! Package 3:</b> 1 TikTok Video + 1 Instagram Reel**	\$75
<b>1-Day Instagram Take-Over:</b> 3 Consecutive Posts + 1 Story All Day	\$70

## Social Media Add-Ons

Instagram Post	\$20
Twitter Post	\$20
Facebook Post	\$20
<b>NEW!</b> TikTok Video*	\$50

\*TikTok Videos are created by our team.

\*\*TikTok Videos and Instagram Reels consist of the same video (created by our team) posted to the two platforms.

Please contact *On the Danforth's* sales team with any questions you may have at [salesonthedanforth@gmail.com](mailto:salesonthedanforth@gmail.com).

We look forward to working with you and helping you promote your business!

# THIS UPCOMING YEAR

## CROSSROADS

*Spring Issue*

As the world opens up, we have an opportunity to start anew; to learn from the past, consider our choices, affect change, and take the best path forward moving towards the future.

## LABOUR OF LOVE

*Summer Issue*

Our theme reflects the individual and community devotion of the Danforth area, and how its residents put effort into maintaining the familial comforts, joys, and beauty of their neighbourhood and home as an act of care.

**onthedanforth.ca**

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**[salesonthedanforth@gmail.com](mailto:salesonthedanforth@gmail.com)**

We look forward to working with you and helping you promote your business!

*Crossroads - Labour of Love*