

Demographic Information

Age 25-64 Years



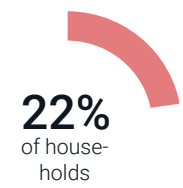
Median Age



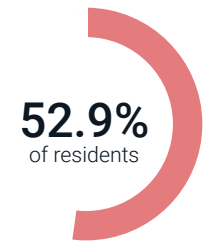
Average Household Income



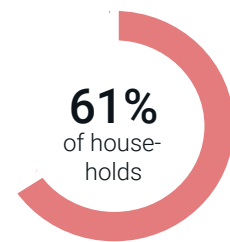
HHI above \$150,000



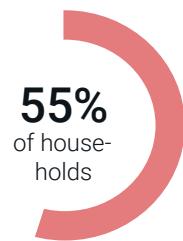
Post-Secondary Education



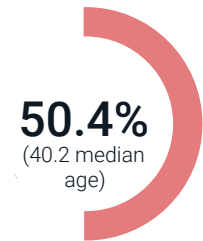
Families with Children



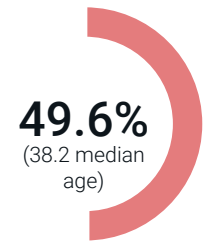
Owning a Home



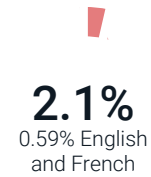
Female Population



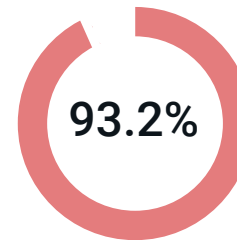
Male Population



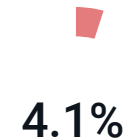
French



English



Other First Language

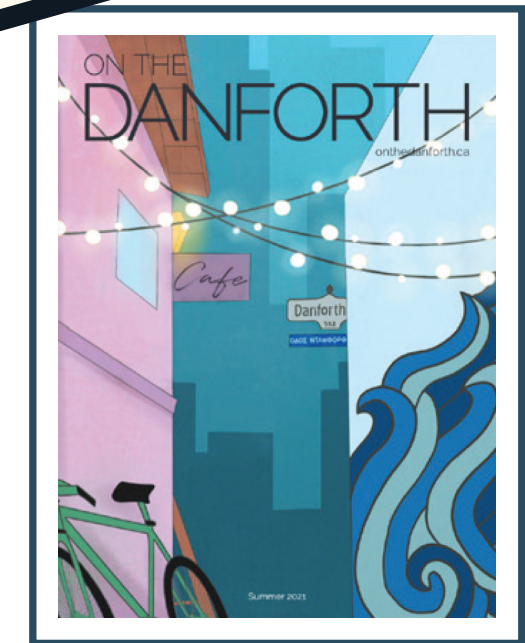
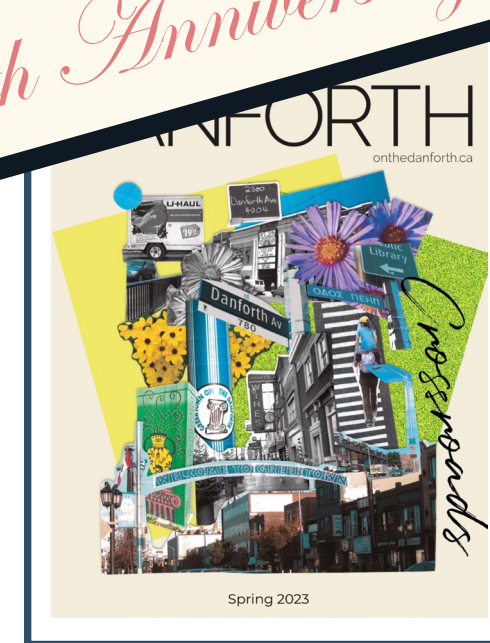
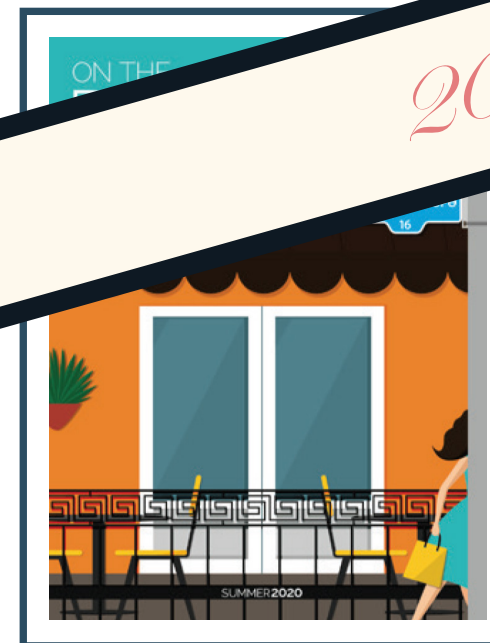
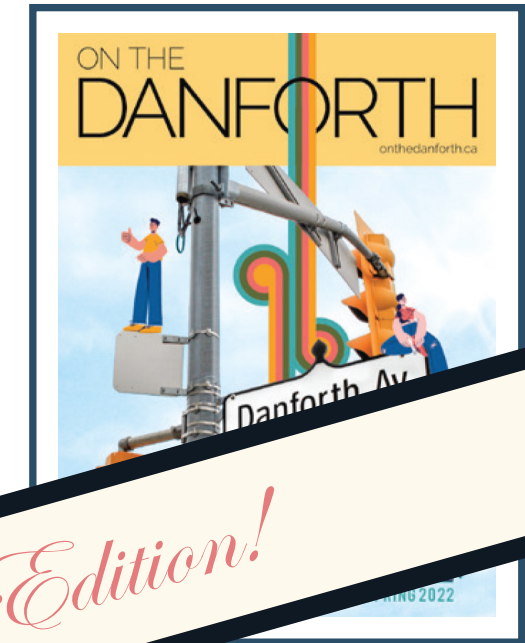
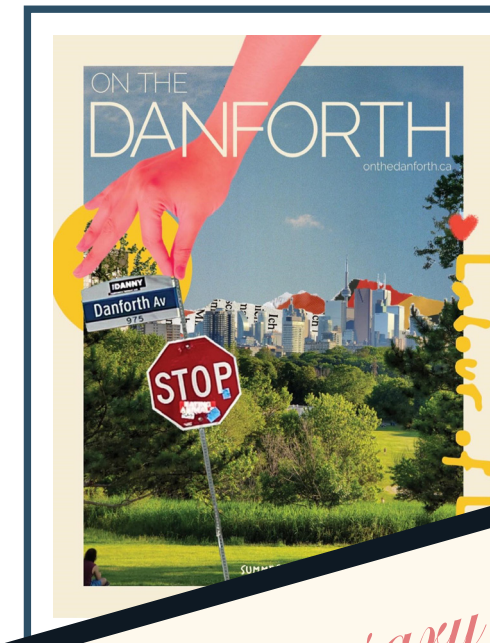
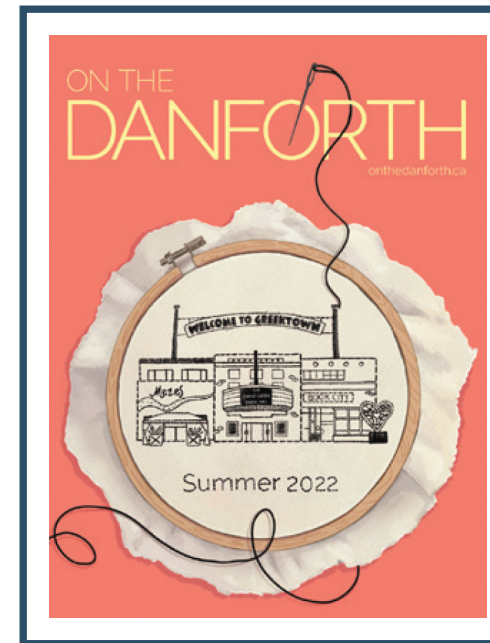


Sources

Statistics Canada (2022)
Danforth Neighbourhood Profile Data (City of Toronto) (2016)
Area vibes – Toronto East End Danforth demographics

ON THE DANFORTH

23/24 MEDIA KIT



20th Anniversary Edition!

Please contact *On the Danforth's* sales team with any questions you may have at salesonthedanforth@gmail.com. We look forward to working with you and helping you promote your business!

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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 twentieth year, the magazine will continue to showcase the dynamic community full of new and historic businesses. Both the Spring and Summer editions will speak to community-oriented issues and stories, inspiring love for the neighbourhood's unique qualities.

Our theme this year for the Spring edition is a celebration of *On the Danforth's* twentieth anniversary. This **Special Anniversary Edition** will explore the ever-changing nature of the Danforth and celebrate how far the area has come in the last two decades. This edition will be a great opportunity for brand exposure, including lots of fun and exciting surprises.

Our Summer theme "**Oddities**" will uncover stories of the strange, the unfamiliar, and the unusual aspects of the Danforth. It will focus on the hidden gems and untold stories of the area that have yet to be explored.

About the Neighbourhood

The Danforth is an extraordinary neighbourhood that prides itself on community, history, and culture. This publication is catered towards the Danforth region 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 **the arts, music, fashion, food and drink, books, sustainability, and wellness**, making it an always-exciting place to live and visit.

Circulation

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 in 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 and salons to medical offices. Over **3,000 copies will be distributed in 2024**. In the past, businesses have gained exposure through the **Taste of the Danforth** festival—one of the most loved events in the city. In addition to physical copies, *On the Danforth* content will also be available online at 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.

Ad Specifications

Please send your ad to us at salesonthedanforth@gmail.com. We accept digital files only. PDP and

PDF files are preferred, yet InDesign, Illustrator, and Photoshop files are also acceptable. The files must be high resolution (300 PPI) and CMYK colour mode, in TIFF, JPEG, or EPS format. Advertisements must be submitted with a 1/8" bleed. We will be accepting ad submissions until **January 12, 2024**.

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 12, 2024**.

Web Promotions

On the Danforth gives local businesses the chance to reach larger audiences through our social media platforms, which include Twitter, Instagram, and Facebook. If you're interested in promoting your business with us, please contact salesonthedanforth@gmail.com. We will be accepting web promotion requests until **January 12, 2024**.

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 is not included in the prices.)

Print Ad Options

Product	Size	1 Issue	2 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

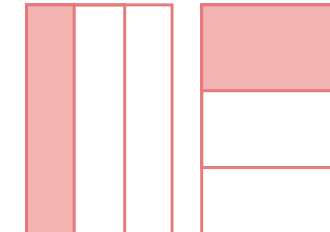
Full Page



Half Page



One Third



Social Media Add-ons

Instagram Post \$20

Twitter Post \$20

Facebook Post \$20

Social Media Ad Packages

Package 1: 1 Instagram Post + 1 Facebook Post \$35

Package 2: 2 Instagram Posts + 2 Facebook Posts + 1 Twitter Post \$65

Package 3: 1- Day Instagram Take-Over: 3 Posts, 1 Story All Day \$70

Website Ad Options

Products	Sizes	Once	1 Month	3 Months	Savings
Online Home Page	3.125" x 3.125"	\$50	\$150	\$375	\$75
Online Content	3.125" x 3.125"	\$50	\$115	\$100	\$45