



torontoist™ is about Toronto and everything in it.

Torontoist is the largest, most influential, and most widely-read website of its kind in Canada, with **200,000 unique readers** and **500,000 page views** each month (and growing quickly). Established in 2004 as part of the thirteen-city Gothamist network, Torontoist focuses on absolutely everything related to Toronto, including arts, events, news, photography, food, and a whole lot more.

We have an incredibly talented staff loaded with several dozen writers, photographers, and other creative types, and the diversity of that staff—spread across interests, opinions, age groups, income levels, and any other imaginable category—accounts for the diversity in our content and our readership. The readers and staff do, however, have some things in common: they're all smart, well-educated, and deeply passionate about our city.

Who is our audience?

The age of the average reader is 27.

Under 20:	8%
20–34:	69%
Over 35:	23%

Gender

Female:	44%
Male:	56%

Education

Completed or currently pursuing university or college degree:	93%
Pursuing or completed post-graduate degree:	21%

Besides being smart, Torontoist readers are also social, media-savvy, and comfortable online and in their city.

Income

The average household income of all Torontoist readers is \$63,625.

Readers earning above the average income: 48%

Online transactions

Banking:	89%
Buying books:	70%
Buying DVDs or CDs:	51%
Buying downloadable media:	40%
Buying clothing:	40%

Social activity

Torontoist readers go out (to restaurants, bars, concerts, movies, and so on):

Nightly or several nights a week:	58%
At least once a week:	79%

News media

Torontoist readers regularly read other publications like *NOW* (64%), *The Toronto Star* (61%), *The Globe and Mail* (56%), and *Eye Weekly* (47%).

Housing

Reside in the city core:	64%
Live in the wider GTA:	22%
Currently rent:	60%
Currently own:	24%

Transportation

Torontoist readers get to where they want to go in the city by a variety of methods, including public transit (90%), walking (79%) and cycling (39%).

Web browsing behaviour

Torontoist readers regularly visit:

Online video sites:	60%
Photo sharing sites:	48%
Social networking sites:	45%
Music sites:	35%
Gossip/entertainment sites:	30%

Source: Reader survey conducted throughout November and December 2006 based on a sample size of 469. Numbers are rounded to the nearest percentage.

Offsite awareness

Torontoist and our content is often featured in a number of local publications, including *The Globe and Mail*, *The Toronto Star*, *The National Post*, *The Toronto Sun*, *NOW*, *Eye Weekly*, and *Toronto Life*. Torontoist has been twice named the Best Website in Toronto by *NOW Magazine*, has been featured by *Forbes* as among the Best City Blogs on the internet, and has twice been a finalist for Best Canadian Blog in the Bloggies.

Advertising Rates & Sizes

As of November 2008

728x90 leaderboard header	\$10 CPM
160x600 vertical sidebar	\$10 CPM
300x250 mid-roll box	\$10 CPM

Discounts may be available for first-time buyers, large buys, multi-week campaigns and for non-profit/NGO advertisements.

To advertise with us, contact sales@torontoist.com