



**TORONTO
LIFE**

The logo for Toronto Life, featuring the words "TORONTO" and "LIFE" in a bold, white, sans-serif font stacked vertically within a solid red rectangular background.

TORONTO LIFE

As the only magazine devoted to living in Canada's wealthiest and most dynamic metropolis, *Toronto Life* helps readers understand and engage in the life of their city. 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.

CANADA'S NO. 1 CITY MAGAZINE

Influential Journalism. Indispensable Opinion.

Complex. Cosmopolitan. Diverse. Powerful. That's Toronto. And that's why readers turn to *Toronto Life* each month—to help explain the ideas, personalities and issues that define the city, and to navigate everything the city has to offer, with an emphasis on food, culture, real estate and style—plus a hearty dose of politics, money and sports.

With brilliant photography and great writing, each issue of the magazine leaves the reader with a stronger connection to the city, more energized, better informed and eager to try new things.

Compelling Content. Powerful Reach.

Each month, the magazine reaches over 751,000 readers. Publishing 12 big issues a year, plus six special-interest guides, *Toronto Life* writes about topics our readers are most passionate about. In neighbourhoods as diverse as Leaside, Leslieville and the Junction, our readers enjoy:

12 monthly issues packed with powerful stories, entertaining features and the most comprehensive recommendations for services, shops and eateries across the city

6 special interest publications that serve as essential city guides to help consumers discover the very best of everything the city has to offer

1 annual restaurant guide offering 400+ *Toronto Life*-recommended restaurants and bars

Source: ABC Publisher's statement, December 31, 2011; PMB 2011 Fall two-year readership database

*Includes paid, verified and analyzed non-paid

**Includes paid and verified



751,000

Total Readers 12+

86,198

Total Average Circulation (per issue)*

5 REASONS to invest in *Toronto Life* readers

1. Key Target Market: Adults 25-54

70% of our readers fall into your most desirable target audience, with content that drives both male and female interest.

2. Massive Disposable Income

With a high average household income of **over \$100,000**, *Toronto Life* readers are among the most affluent in the city.

3. Influential Opinion Leaders

Over 71% of readers indicate that they will typically recommend a product they like, while **over 50%** indicated that they are considered good advice-givers when it comes to products and services.

4. Loyal and Engaged

In every issue, our readers are engaged, spending about **40 minutes** with the magazine each month.

5. Multi-faceted Consumers

Toronto Life readers have interests in a huge range of activities. From **home entertaining** to **dining out, attending cultural events** or **shopping**, our readers are **adventurers** and **consumers** in this city.

*Source: PMB 2011 Fall two-year readership database; Toronto Adults 18+



OUR ADVERTISERS

Auto

Audi Canada
BMW Group Canada
Ford Motor Co. of Canada
General Motors of Canada
Honda Canada
Hyundai Canada
Mercedes-Benz Canada

Communications

Bell Canada
Telus Mobility

Cultural

Art Gallery of Ontario
The National Ballet of Canada
Royal Ontario Museum
Soulpepper Theatre Company
Stratford Festival Theatre

Fashion

Harry Rosen
Hugo Boss Canada
Michael Kors Canada
Nicolas

Finance

Advantex Marketing
American Express Canada
Manulife Financial
MasterCard

Food & Beverages

The Big Carrot
Brown-Forman
Charton Hobbs
Corby's
Freixenet
Kellogg's
Kraft Canada
LCBO
Loblaws
Nestlé Canada
Molson
Smart Water
Tenute di Toscana

Health & Beauty

Johnson & Johnson
L'Oreal Canada
Medicis Aesthetics Canada
Parfums Givenchy
Procter & Gamble

Home

Barrymore Furniture Co.
CaesarStone Canada
Calligaris Toronto
Ciot Montreal inc.
Dyson
IKEA Canada
Imperial Carpet & Home
Moen Canada

Palazzetti
Reznick Carpet
Roche Bobois
Royal Lighting
South Hill Home

Jewellery

Bandiera Jewellers
Fortunes Fine Jewellery
Mark Lash Designs
Pandora Yorkdale
Royal de Versailles Jewellers
Swatch Group of Canada
Tacori
Thomas Sabo
Tiffany & Co.
Zales Canada

Private Wealth

CIBC
Cumberland
HSBC Bank Canada
RBC
TD Bank

Real Estate

Diamante Development
Freed Developments
Menkes Developments
Monarch Development
Morguard

Soaring Mizrahi Developments
Summercare Estate Inc.

Restaurants

Brassaii
Scarpetta
SIR Corp

Schools

Branksome Hall
Humber College

Shopping

Dixie Outlet Mall
Dufferin Mall
Premium Outlets
Square One Shopping Centre
Yorkdale Shopping Centre

Travel

Barbados Tourism
California Div. of Tourism
Cathay Pacific
Cayman Islands
Emirates Airlines
Mexico Tourism
Porter Airlines
RockResorts
Transat Distribution Canada
Visit St Pete/Clearwater
WestJet

EDITORIAL CALENDAR Mainbook

January

Where to Get Good Stuff Cheap
Plus: Hot Cities Around the World

Ad close	Ad due	On sale
Nov 4	Nov 11	Dec 8

February

The Guide to Everything Boozy (Wine, Bars, Cocktails)
Plus: The Cost of Living in Toronto

Ad close	Ad due	On sale
Nov 30	Dec 7	Jan 12

March

Is Bay Street Doomed? A Manifesto on How to Fix Capitalism
Plus: The City's Best Takeout

Ad close	Ad due	On sale
Jan 6	Jan 13	Feb 9

April

Toronto's 10 Best New Restaurants
Plus: Extended Great Spaces

Ad close	Ad due	On sale
Feb 3	Feb 10	Mar 8

Special add-on: Restaurant Guide

Ad close	Ad due	On sale
Jan 27	Feb 6	Mar 8

May

Mayor Ford's First Year, a Must-Read Investigative Exposé on City Hall
Plus: The Hottest Spring Fashion Trends

Ad close	Ad due	On sale
Mar 9	Mar 16	Apr 12

June

50 Reasons to Love Toronto: Our Annual Roundup of Great New Things to Celebrate

Ad close	Ad due	On sale
Apr 5	Apr 13	May 10

July

The Trouble With Condos: Which Work, Which Don't and Why
Plus: The Best Ontario Wine Tours

Ad close	Ad due	On sale
May 4	May 11	Jun 7

August

Best of the City: Our Editors' Picks for Food, Fashion, Services and Summer Fun

Ad close	Ad due	On sale
Jun 8	Jun 15	Jul 12

September

Real Estate Special: Where to Buy and How to Sell in 2012
Plus: Where to Eat and Drink During TIFF; Fall Fashion Trends

Ad close	Ad due	On sale
Jul 6	Jul 13	Aug 9

October

The Future of the City, by the Urban Visionary Richard Florida
Plus: Editors' Picks of the Best Cultural Events of the Season

Ad close	Ad due	On sale
Aug 10	Aug 17	Sep 13

November

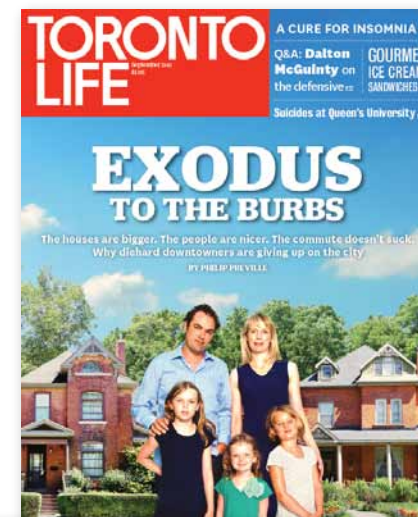
The Money Issue
Plus: Extended Great Spaces

Ad close	Ad due	On sale
Sep 7	Sep 14	Oct 11

December

The 100 Most Influential Torontonians: Corporate Titans, Sports Czars, Developers, Politicians, Techies and Cultural Innovators
Who Run the City
Plus: The Ultimate Holiday Gift Guide

Ad close	Ad due	On sale
Oct 4	Oct 12	Nov 8



SIP EDITORIAL CALENDAR

► *Toronto Life's* special interest publications serve a single purpose: to help consumers make smart choices. These essential city guides are committed to the best of everything—Toronto's top restaurants, wines, bars, food shops, clothing stores, decor shops, real-estate pockets, wedding vendors, spas, salons and much more. *Toronto Life's* special issues have Toronto covered—with authoritative, sophisticated and downright useful content.

Home Decor

An indispensable guide to interior design and the best home goods—featuring small-space ideas, product picks from our editors, Toronto's best home interiors and a curated section on inspirational urban renovations.

Circulation: 32,000

Ad close: Feb 10 **Ad due:** Feb 24 **On sale:** Mar 22

Neighbourhoods: The Insider's Handbook



A definitive, authoritative guide to navigating the town—featuring the best shops, restaurants, bars and services and the best-kept secrets of Toronto's most exciting neighbourhoods.

Circulation: 32,000

Ad close: Apr 13 **Ad due:** Apr 27 **On sale:** May 24

Stylebook

The city shopper's ultimate fall fashion and beauty guide, including trends and essential products, the hot looks from head to toe, Toronto's best-dressed list, entertaining tips and where to shop now.

Circulation: 32,000

Ad close: Jul 13 **Ad due:** Jul 27 **On sale:** Aug 23

Toronto Life Cooks



The urbanist's dream food magazine, featuring scores of easy-to-make recipes from the city's best chefs, bakers, baristas, pit masters and bartenders. Also includes: the top 10 foodie trends of the year and how to make them, chefs' kitchen tips and tricks and much more.

Circulation: 40,000

Ad close: Aug 17 **Ad due:** Aug 31 **On sale:** Sep 27

Eating & Drinking

The food lover's guide to the city, including chef interviews, "best of the city" roundups and over 1,500 *Toronto Life*-recommended restaurants, bars, food shops and wines.

Circulation: 40,000

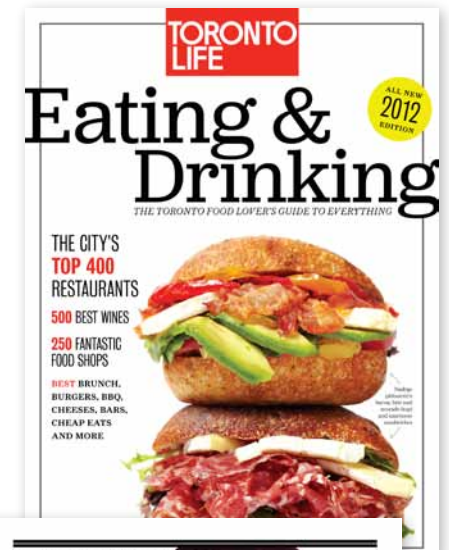
Ad close: Oct 12 **Ad due:** Oct 22 **On sale:** Nov 22

Weddings

The essential guide for anyone planning to get married in Toronto, including *Toronto Life's* top 300 recommended stores and services: the city's best gowns, cakes, flowers, venues, caterers, photographers and more.







Circulation: 25,000






Ad close: Nov 2 **Ad due:** Nov 16 **On sale:** Dec 13



AD RATES

Mainbook (Gross)

Features	1X	2-3X	4-5X	6-8X	9-11X	12+
 DPS 16" x 10.75" (bleed trim)	\$28,500	\$27,645	\$26,790	\$25,650	\$24,225	\$22,800
 Page + 1/3 vertical Full page, 8" x 10.75" + 1/3 vert., 2.75" x 10.75"	\$19,575	\$18,990	\$18,400	\$17,620	\$16,640	\$15,660
 Full page 8" x 10.75" (bleed trim)	\$15,000	\$14,550	\$14,100	\$13,500	\$12,750	\$12,000
 2/3 vertical 5.125" x 10.75" (bleed trim)	\$12,000	\$11,640	\$11,280	\$10,800	\$10,200	\$9,600
 1/3 vertical or square 2.75" x 10.75" (vertical) / 4.5625" x 4.875" (square)	\$6,750	\$6,550	\$6,345	\$6,075	\$5,740	\$5,400
 1/6 vertical 2.1875" x 4.875" (non-bleed trim)	\$3,300	\$3,200	\$3,100	\$2,970	\$2,805	\$2,640

Going Out	1X	2-3X	4-5X	6-8X	9-11X	12+
 Full page 8" x 10.75" (bleed trim)	\$15,000	\$14,550	\$14,100	\$13,500	\$12,750	\$12,000
 1/2 vertical 4" x 10.75" (bleed trim)	\$10,200	\$9,895	\$9,590	\$9,180	\$8,670	\$8,160
 1/4 vertical 3.375" x 4.875" (non-bleed trim)	\$5,250	\$5,095	\$4,935	\$4,725	\$4,465	\$4,200
 1/8 horizontal 3.375" x 2.375" (non-bleed trim)	\$3,000	\$2,910	\$2,820	\$2,700	\$2,550	\$2,400
 1/16 vertical 1.625" x 2.375" (non-bleed trim)	\$1,500	\$1,455	\$1,410	\$1,350	\$1,275	\$1,200

*Guaranteed
Premium
Positioning
(Features)*

Full page
\$1,500

2/3 page
\$1,210

1/3 page
\$660

1/6 page
\$330

**Inside front
cover**
\$3,975

**Outside back
cover**
\$4,560

**Inside back
cover**
\$2,575

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.

AD RATES











SIPs (Gross)

<i>Toronto Life SIPs</i>	DPS	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page	<i>Guaranteed Premium Positioning</i>		
									Inside Front Cover	Outside Back Cover	Inside Back Cover
Home Decor											
On sale: March 22, 2012	\$10,195	\$5,365	\$4,290	\$3,585	\$2,410	\$2,150	\$1,285	\$765	\$6,705	\$6,980	\$6,170
Neighbourhoods: The Insider's Handbook											
On sale: May 24, 2012	\$10,195	\$5,365	\$4,290	\$3,585	\$2,410	\$2,150	\$1,285	\$765	\$6,705	\$6,980	\$6,170
Stylebook											
On sale: August 23, 2012	\$10,195	\$5,365	\$4,290	\$3,585	\$2,410	\$2,150	\$1,285	\$765	\$6,705	\$6,980	\$6,170
Toronto Life Cooks											
On sale: September 27, 2012	\$10,720	\$5,640	\$4,510	\$3,670	\$2,825	\$2,290	\$1,350	\$800	\$7,055	\$7,335	\$6,485
Eating & Drinking											
On sale: November 22, 2012	\$10,720	\$5,640	\$4,510	\$3,670	\$2,825	\$2,290	\$1,350	\$800	\$7,055	\$7,335	\$6,485
Weddings											
On sale: December 13, 2012	\$11,175	\$5,880	\$4,705	\$3,820	\$2,940	\$2,355	\$1,410	\$825	\$7,355	\$7,645	\$6,765

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AD RATES

Restaurant Guide (Gross)

Ad Sizes	1X	2-3X	4-5X	6-11X
 DPS 10.5" x 8.375" (bleed trim)	\$29,170	\$26,250	\$24,790	\$23,340
 Full page 5.25" x 8.375" (bleed trim)	\$14,585	\$13,125	\$12,395	\$11,670
 2/3 vertical 3.287" x 8.375" (bleed trim)	\$11,780	\$10,600	\$10,015	\$9,425
 1/2 horizontal DPS 9.4375" x 3.5625" (non-bleed trim)	\$18,170	\$16,350	\$15,440	\$14,530
 1/2 horizontal 4.1875" x 3.5625" (non-bleed trim)	\$9,085	\$8,175	\$7,720	\$7,265
 1/2 digest 2.759" x 5.3645" (non-bleed trim)	\$9,085	\$8,175	\$7,720	\$7,265
 1/3 vertical 1.8519" x 8.375" (bleed trim)	\$6,390	\$5,750	\$5,430	\$5,110
 1/3 square 2.759" x 3.555" (non-bleed trim)	\$6,390	\$5,750	\$5,430	\$5,110
 1/6 vertical 1.3241" x 3.555" (non-bleed trim)	\$3,200	\$2,880	\$2,720	\$2,560
 1/6 horizontal 2.759" x 1.7188" (non-bleed trim)	\$3,200	\$2,880	\$2,720	\$2,560

*Guaranteed
Premium
Positioning*

Full page
\$1,455

2/3 page
\$1,175

1/3 page
\$640

1/6 page
\$320

Inside front cover
\$3,860

Outside back cover
\$4,430

Inside back cover
\$2,500

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AD SPECS Mainbook

Features	Bleed trim (w × h)	Non-bleed trim (w × h)
DPS	16" × 10.75"	n/a
Full page	8" × 10.75"	6.875" × 9.875"
2/3 vertical	5.125" × 10.75"	4.5625" × 9.875"
1/3 vertical	2.75" × 10.75"	2.1875" × 9.875"
1/3 square	n/a	4.5625" × 4.875"
1/6 vertical	n/a	2.1875" × 4.875"

Going Out	Bleed trim (w × h)	Non-bleed trim (w × h)
Full page	8" × 10.75"	6.875" × 9.875"
1/2 page vertical	4" × 10.75"	3.375" × 9.875"
1/4 vertical	n/a	3.375" × 4.875"
1/8 horizontal	n/a	3.375" × 2.375"
1/16 vertical	n/a	1.625" × 2.375"

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.



adirect.sendmyad.com

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

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

Attention: Caroline Potter, Production Manager (416 364 3333 x 4524, cpotter@stjosephmedia.com)

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.

- All critical matter must be kept within 1/4" from bleed trim edges.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- Include 1/8" bleed trim on all sides for pages built to bleed trim specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- 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.
- Please be sure to include trim, crop marks and bleed on your proof.
- 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.
- Visit: <http://magazinescanada.ca/dmcs.php?cat=dmcs>
- EPSON proofs are available at \$50 each.

AD SPECS SIPs

Ad Sizes	Bleed trim (w x h)	Non-bleed trim (w x h)
DPS	16" x 10.75"	n/a
Full page	8" x 10.75"	6.888" x 9.583"
2/3 vertical	5.125" x 10.75"	4.5625" x 9.875"
1/2 horizontal	n/a	6.888" x 4.722"
1/2 vertical	n/a	3.375" x 9.583"
1/3 vertical	2.75" x 10.75"	2.1875" x 9.875"
1/4	n/a	3.375" x 4.722"
1/8 horizontal	n/a	3.375" x 2.291"
1/8 vertical	n/a	1.618" x 4.722"
1/16	n/a	1.618" x 2.291"

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AD SPECS

Restaurant Guide

Ad Sizes	Bleed trim (w × h)	Non-bleed trim (w × h)
DPS	10.5" × 8.375"	n/a
Full Page	5.25" × 8.375"	n/a
2/3 vertical	3.287" × 8.375"	n/a
1/2 horizontal DPS	n/a	9.4375" × 3.5625"
1/2 horizontal	n/a	4.1875" × 3.5625"
1/2 digest	n/a	2.759" × 5.3645"
1/3 vertical	1.8519" × 8.375"	n/a
1/3 square	n/a	2.759" × 3.555"
1/6 vertical	n/a	1.3241" × 3.555"
1/6 horizontal	n/a	2.759" × 1.7188"

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