



Riverside

MAGAZINE

#RIVERSIDETO • RIVERSIDE-TO.COM

MEDIA KIT

-2018-

Riverside

MAGAZINE

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 /RiversideTO

 @RiversideBIA

 Riverside_BIA

Riverside is Toronto's small town in the big city. Rich in history, the area boasts over 100 unique eateries, shops, and attractions. Explore Riverside, one of the most desirable and fastest growing neighbourhood - just across the bridge from the core.

- Established in 1880, Riverside has always been a bustling industrial part of Toronto, home to many of the city's movers and shakers, and some of its most iconic landmarks. Today, it is a thriving mixed-use residential and commercial neighbourhood which embraces its rich history.
- Located between Corktown and Leslieville, just seconds from the Don Valley Parkway, and only 15 minutes from Toronto's downtown core.
- The Riverside Business Improvement Area (www.riverside-to.com), one of Canada's first BIAs, spans 10 vibrant blocks of Queen St East from the iconic Queen Street viaduct at the Don Valley, to just east of the world-famous De Grassi Street.

EDITORIAL *team*



Giancarlo Pawelec

Managing Editor and Advertising Sales

15 years editorial experience, owner of PAWELEC Photo & HeadshotsTO



Jennifer Lay

Editor and Advertising Sales Executive Director of Riverside BIA, local resident and mom



David Watson

Advertising Sales Riverside BIA Board member, co-owner of Eastbound Brewing Co.



Lynne Patterson

Copy Editor and Advertising Sales Long time Riverside resident, history and art lover



George Conidis

Graphic Designer Riverside's creative superhero, owner of GEOCDSIGN.com

RIVERSIDE *demographics*

\$103,410 average household salary

23,000 local population

35% of couples have children

Visitors per year at **10+** Riverside events:

2016 - 8K

2017 - 12K

2018 - 18K (est.)

Social Media Followers:

 **1.5K**  **2K**  **6K**

Organic Social Media Impressions (monthly):

 **15K**  **35K**  **50K**

RIVERSIDE MAGAZINE *2018 stats*

15K Circulation

Available at **20+** of downtown Toronto's largest luxury hotels, e.g. Ritz Carlton, Shangri-La, Four Seasons, + Residences in Riverside, Leslieville, Corktown, Cabbagetown, Danforth, Beaches

Replenished weekly inside **50+** Queen St East businesses and community centres

Distributed at annual events in Riverside such as *Eats & Beats Streetfest, Walks, Winefest, and Light Up Riverside*, which attract

10K+ visitors and local residents!

36 Page Count

Editorial content:

- Exploring the historical side of Riverside
- Street festivals and activities
- Arts, culture, and lots more

AD RATE *card*

DIAMOND • \$8,000

- Back Cover
- Four (4) social media blasts on all streams (1 per quarter*)

PLATINUM • \$5,000 / \$6,000

- Inside Front Cover *Left*
- Includes two (2) social media blasts on all streams (1 per quarter*)
- Inside Front Cover *Right*
- Includes two (2) social media blasts on all streams (1 per quarter*)

GOLD • \$4,000

- Inside Back Cover
- Includes two (2) social media blasts on all streams (1 per quarter*)

SILVER • \$1,000

- Full page
- Includes one (1) social media blast on all streams)

BRONZE • \$750 / \$500 / \$350

- 1/2 page
- 1/4 page
- 1/8 page - business card size

*Social media blast: Advertiser to provide copy (text) and up to three (3) photos and to request ideal promotional scheduling (subject to editorial calendar and right to edit).

**All artwork (graphics/photos) must be in 300 DPI and subject to publisher's approval.

A LA CARTE *options*

Advertorial • +850

- With purchase of ad

Ad Design • +\$250

- Includes three (3) total versions, three (3) proofs on final version via email

Photography • +\$200

- Per feature – please inquire for more services

Social Media Blast • +\$300

- Advertiser to provide copy (text) and up to three (3) photos

AD *specifications*

Full Page

8.5"W
X
11"H

1/2 Page Horizontal

7.5"W
X
4.875"H

1/4 Page Vertical

3.625"H
X
4.875"W

1/8 Page Horizontal

3.625"W
X
2.312"H

AD *deadlines*

Deadline

Copy & Artwork Submission Cut-Off -- MARCH 5th, 2018

Ad Payment Deadline -- MARCH 12th, 2018

Ad Closeout
Final Day for Ad Revisions -- MARCH 19th, 2018

Magazine Release -- MAY 7th, 2018

CONTACT *information*

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