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RIVERSIDE *magazine*


#RIVERSIDETO • RIVERSIDE-TO.COM


MEDIA KIT
2019




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



Lais Fabricio

Editor and Advertising Sales

Executive Director (Acting), Riverside BIA



David Watson

Advertising Sales

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



Jennifer Lay

Copy Editor

Local resident, active mom



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	2018 - 18K
2017 - 12K	2019 - 22K (est.)

Social Media Followers:

 1.5K	 2K	 6K
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Organic Social Media Impressions (monthly):

 15K	 35K	 50K
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RIVERSIDE MAGAZINE *2018 stats*

20K Circulation

Available at **25+** 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

15K+ 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

- Two (2) Weeks on Queen/Broadview TTC Bus Shelter
- Four (4) social media blasts on all streams (1 per quarter*)

PLATINUM • \$6,000 / \$5,000

Inside Front Cover Left

- One (1) Week on Queen/Broadview TTC Bus Shelter
- Two (2) social media blasts on all streams (1 per quarter*)

Inside Front Cover Right

- Two (2) social media blasts on all streams (1 per quarter*)

GOLD • \$4,000

Inside Back Cover

- Two (2) social media blasts on all streams (1 per quarter*)
- 10x10 ft booth space at Riverside Eats & Beats (optional)

SILVER • \$1,250

Full page

- One (1) social media blast on all streams

BRONZE • \$850 / \$550 / \$400

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

- 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

Directory Listing • +\$100

- Advertiser to provide copy (text) including address, phone, website, email

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

**No bleeds on
ad artwork

AD *deadlines*

Deadline

Copy & Artwork Submission
Cut-Off

FEBRUARY 8th, 2019

Ad Payment Deadline

FEBRUARY 15th, 2019

Ad Closeout

Final Day for Ad Revisions

MARCH 1st, 2019

Magazine Release

APRIL 26th, 2019

CONTACT *information*



RIVERSIDE *magazine*

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