

› TORONTO STAR <

# Media Kit 2023

# 》TORONTO STAR《

## 》THE STAR《

Toronto Star is Canada's largest local daily newspaper, with the country's greatest total readership. With a legacy that started as the "paper for the people", the Star's national news brand continues to uphold the highest standards of journalistic integrity and social responsibility, today.

The Star's award-winning investigations and reporting engage communities to effect positive change. This inclusive and deeply local approach has earned the trust of a loyal audience - in Toronto - and in cities across the country.

SOURCES: Vividata Spring 2023 Survey of Canadian Consumer, Total Adults 18+;  
Comscore Multi-Platform Canada Full Year 2020 Averages (Page Views).

Print Readership	NATIONAL	TORONTO CMA
	646,000	475,000
	1,371,000	896,000
	1,053,000	731,000

Total weekly footprint  
**PRINT + DIGITAL  
5,338,000**

MONTHLY  
UNIQUE VISITORS  
**7,040,000**

MONTHLY  
PAGE VIEWS  
**27,490,400**

### SPORTS Breaking the grass ceiling

As one of the few women in the business of designing golf courses, Canadian landscape architect Christine Fraser is leaving her mark on the game she loves. She's also helping to promote diversity and inclusion in a sport that's often been slow to change. SI

### 》SATURDAY STAR《

WEATHER HIGH 28 C | THUNDERSTORM | MAP A24



SATURDAY, AUGUST 21, 2021

### THE BIG ISSUES

The race is on, but what's really at stake in this federal campaign? We dive into four topics that may decide who gets your vote, A10-II



Two contenders for power

Due to an election, the political majority. The other forces his first major test. Our series of leader profiles begins with Trudeau and O'Toole. INI

Richard Lautens, TORONTO STAR FILE PHOTO

PHOTO: DAVID LIPNOWSKI / TORONTO STAR

PH

# Audience Profile

**“**  
It's never too late to save lives. We cannot buy back time, but we can make the most of the time we have left.  
Doris Grinspun, president and CEO of the Registered Nurses' Association of Ontario, who has been pushing for heightened protections at long-term-care homes. *Story, A8*

**NATIONAL Footprint**  
**5,338,000**  
PRINT + DIGITAL

## TORONTO STAR

WEATHER HIGH 7 C | MOSTLY CLOUDY, WINDY | MAP A20

FRIDAY, APRIL 10, 2020

Will you be tested for COVID-19?

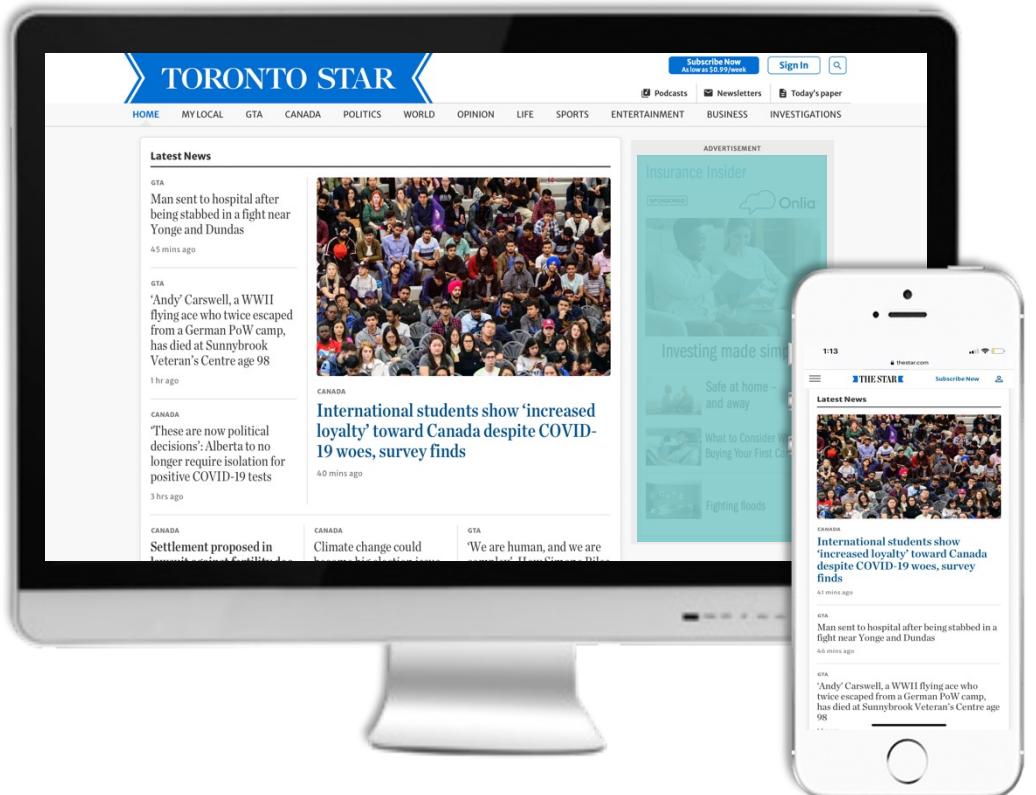




SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer

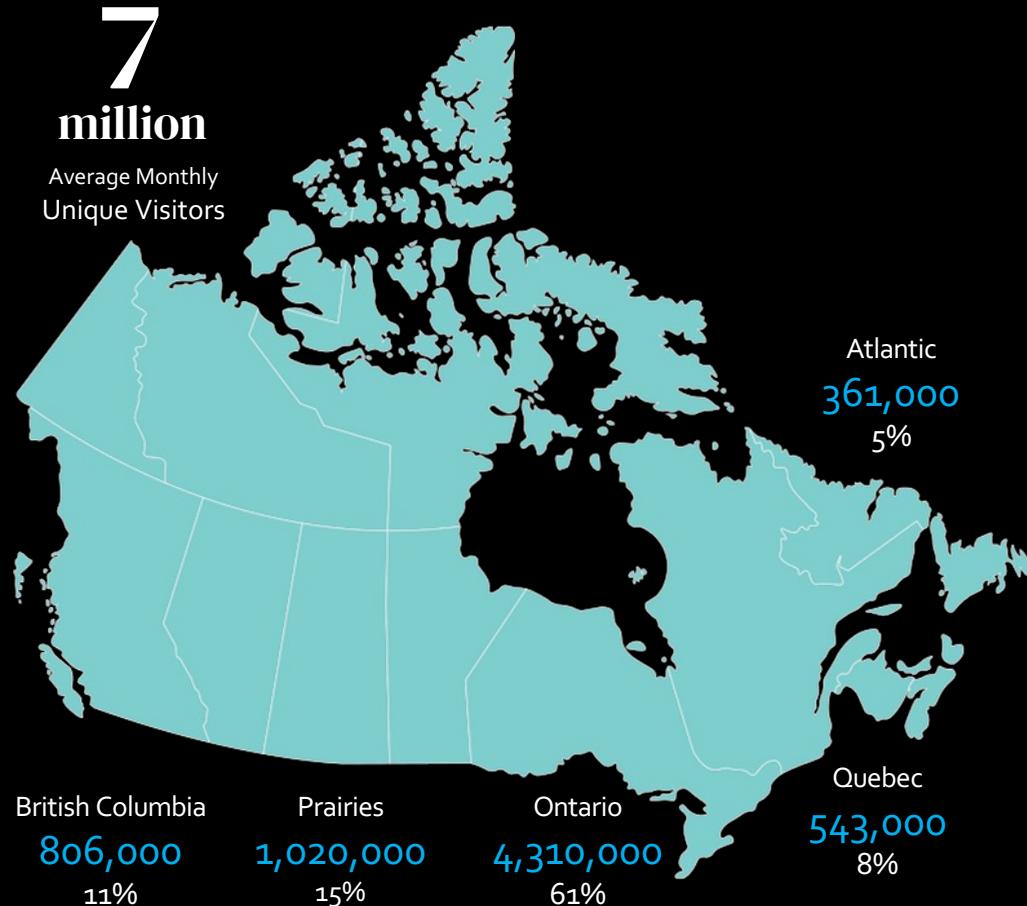
	ooos	%	Index
Gender			
Male	3,247	61	124
Female	2,069	39	77
18-34	1,930	36	134
18-49	3,282	61	122
25-34	1,227	23	138
25-49	2,579	48	121
35-49	1,352	25	108
50-64	1,049	20	76
35+	3,408	64	88
65+	1,008	19	80
Age			
Marital Status			
Married/Living Together	3,224	60	98
Single/Widowed/Divorced/Separated	2,114	40	103
High School Graduate	960	18	71
Some Post Secondary	1,474	28	78
University Graduate+	2,853	53	143
Education			
Occupation			
Managers / Professionals	2,078	39	148
Other White Collar	446	8	107
Clerical / Secretarial	424	8	80
Blue Collar	512	10	87
Self-Employed	357	7	104
Household Income			
Less Than \$50,000	1,565	29	86
\$50,000 - \$75,000	926	17	96
\$75,000 - \$100,000	898	17	107
\$100,000+	1,949	37	114
Own/Rent			
Household Composition			
Own	3,717	70	101
Rent	1,621	30	99
3 or more People in HH	3,229	60	119
Have Child(ren) < 18	1,956	37	126

# Digital Profile



SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer

	OOOS	%	Index
Gender			
Male	4,157	59	121
Female	2,822	40	80
18-34	2,861	41	150
18-49	4,819	68	136
25-34	1,741	25	148
25-49	3,698	53	131
35-49	1,957	28	119
50-64	1,268	18	70
35+	4,179	59	81
65+	953	14	57
Age			
Marital Status			
Married/Living Together	4,167	59	96
Single/Widowed/Divorced/Separated	2,874	41	106
High School Graduate	1,291	18	72
Some Post Secondary	1,923	27	77
University Graduate+	3,740	53	142
Education			
Occupation			
Household Income			
Own/Rent			
Household Composition			



SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer  
\*Belong to an ethnic background besides White/Caucasian

# National scale. Local perspective.

THE STAR



**58%**  
Gen-Z/Millennials/  
(Index 143)



**19%**  
Gen-Xers  
(Index 90)



**39%**  
Multi-Cultural  
(Index 157)\*



**23%**  
Boomers/Seniors  
(Index 60)

# Newsletters. Commenting. Podcasts. Polls.

We have enhanced our relationship with readers, with greater transparency, more access to what happens behind the scenes and by introducing more ways to engage them.

This extended inclusiveness translates into a more personalized relationship – and in turn superior audience segments for targeting your message.

Listen to podcasts on [thestar.com](http://thestar.com/podcasts.html):  
<https://www.thestar.com/podcasts.html>

**FOOD CRAWL**

By Karon Liu

on is a reliable neighbourhood for good eats, and a place to visit on a sleepy weekend. The strip of Dundas west from Keele Street to Runnymede Road with its mix of old mainstays and newer spots makes for an excellent meal. Here are some of my favourites.

**ST STOP**

**FIRST UP**

By Manuela Vega

Good morning. Here's the latest on **Peel Region**, the city's limited green space and an energy-saving condo.

**I DON'T MISS**

**Canadian Press/Chris Young**

**PROVINCIAL POLITICS**

**Doug Ford will split up Mississauga and Brampton within three years**

**THIS MATTERS**

A new conversation every day (M-F)

**THE BILLIONAIRE MURDERS**

THE MYSTERIOUS DEATHS OF BARRY AND HONEY SHERMAN

**Billionaire Murders**

Canada's #1 Podcast for 4 weeks

# Dedicated content and editorial depth every day of the week.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>• News (includes TOgether)</li> <li>• Insight</li> <li>• Sports</li> <li>• New York Times*</li> <li>• New York Times Book Review*</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Sports</li> <li>• Business (inc. Smart Money)</li> <li>• Living<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Sports</li> <li>• Business</li> <li>• Culture</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Sports</li> <li>• Business</li> <li>• Culture</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Sports</li> <li>• Business</li> <li>• Culture (food focus)</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Sports</li> <li>• Business</li> <li>• Culture</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Business (includes Real Estate, Marketplace)</li> <li>• Sports</li> <li>• Culture (includes Books)</li> <li>• Insight</li> <li>• Living (includes Travel, Wheels, Style &amp; Beauty)</li> <li>• Puzzles &amp; Comics</li> <li>• Starweek*</li> </ul>

As at November 2023. Editorial line-up subject to change. Some content sections may be combined to run as one printed section.

\*Indicates opt-in section or magazine

<sup>1</sup>Culture section changed to 'Living' November 13, 2023

# Full-service solutions and tactics

## PROGRAMMATIC

- Standard display
- Large media display
- Out-Stream Video
- Takeovers & Sponsorships
- Keywords
- Audience Segments
- Client Audiences
- Private Auction
- Preferred Deals
- Programmatic Guarantees

## INTEGRATED

- Distribution: Inserts & Flyers
- Print ROP, Gatefolds
- Events
- Custom Content Marketing
- Apple News
- Newsletter Native
- Native Display
- Social Display
- Eblasts
- Contests
- Custom Audience Segments
- CRM Matching & Look-alikes
- Research & Brand-lift Studies
- Custom Dashboards

## FULL SERVICE PRODUCTION

- Strategy and Planning
- Full Funnel Execution
- Optimization against KPIs
- Video & Audio Production
- Display & Rich Media Creative Services
- Websites, Microsites, Infographics
- Custom Content and Media Amplification
- Custom Reporting

# Toronto Star's uplifting Sunday focus

Together is devoted to the wonderful, fascinating, inspiring and surprising people in our city and region, and the relationships, celebrations and milestones that connect them. It's the **perfect space to align with good news stories** that people need, want and share.

## DIGITAL ENVIRONMENT

- Article sponsorship, section takeover, social amp

Together articles have presence on [thestar.com](http://thestar.com) Home Page and are housed in a hub under the Life section

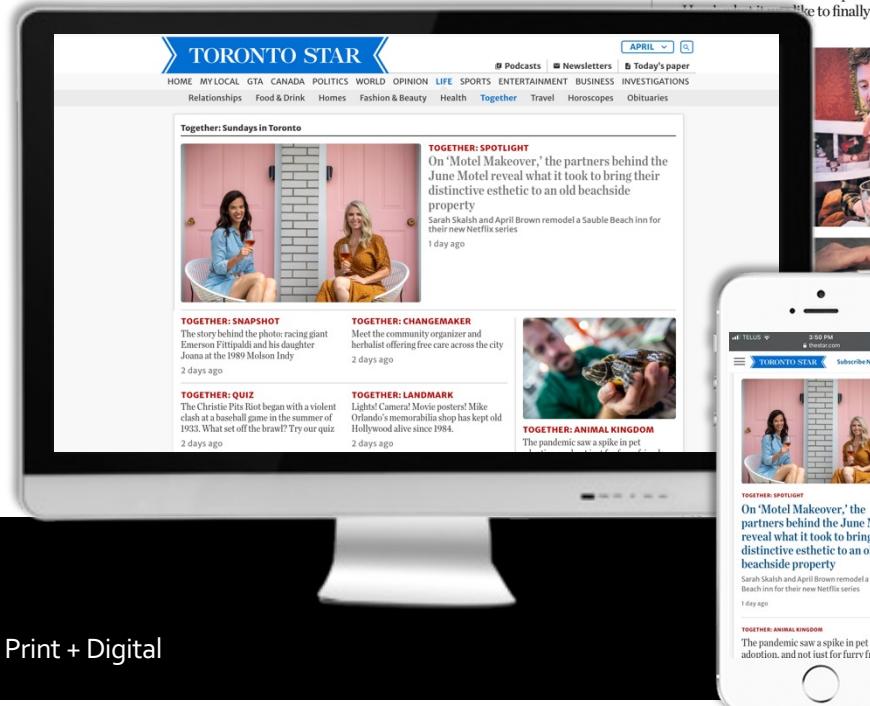
## SUNDAY PRINT

- Part of front News Section
- Full, half, quarter and banner ad positions

### Total Sunday Footprint

**1,549,000** Print + Digital

Source: SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer, Net Print/Digital Sunday average readership



ONE ON ONE | **A16** | SUNDAY, MAY 7, 2023 TORONTO STAR

## TOGETHER Celebrating people & places

He told me he felt guilty he didn't reunite us sooner and paid for this bar to host our first pub quiz. He liked the in-person version to "a Screenie Last Walk."

He had to cancel his gathering after 100 weeks on Zoom, he said. "Let's get the band back together and have a good time."

**Pub quiz returns**  
He had trivia books printed with the title "Zoom Trivia Live!" and "A Duke of York pub quiz's pandemic-perfected before-and-after marker drawings, which the couple have been using to demand they get their own Instagram account (they're not request drawings). You can play along there, guessing answers like "June (Gilligan's Island)" and "Trump."

**Pub quiz at Duke of York**  
Luke Pettigrew, who has been hosting the Duke of York's pub quiz for decades, took it online during the pandemic lockdown.

**Pub quiz at Duke of York**  
He had to cancel his gathering after 100 weeks on Zoom, he said. "Let's get the band back together and have a good time."

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# Understanding the Power of Women

The Kit is a modern media brand, which uses the power of data, digital, experiential, social and print to create rich, engaging, authentic multi-platform content for Canadian women.

The Kit connects by understanding that women want stories that both delight and offer insight - stories that light up the possibilities offered by fashion and beauty - while also decoding it to fit naturally into their lives. Informing and inspiring, The Kit speaks to women on every level and on every platform.

## **215,000 COPIES DISTRIBUTED (14x annually)**

- Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal

## **NATIONAL DIGITAL AUDIENCE\***

Monthly Unique Visitors – 169,000

Monthly Page Views – 301,200

\*Google Analytics, 12-month average January-December 2022



PREMIUM AUDIENCE WITH OUR GOLF PARTNER

# There are over 6 Million Golfers in Canada. We can help you nail it off the tee.

Golf is one of the fastest growing sports in Canada, quickly becoming more accessible, diverse and widely enjoyed from coast to coast.

*SCOREGolf* champions the sport, the people who play it, and its immense benefits through an authentically Canadian lens. Canada's longest serving and largest circulated golf publication, *SCOREGolf* is the voice of Canadian golf.

## **120,000 COPIES DISTRIBUTED NATION-WIDE**

- Golf courses, Golf Town Stores, *SCOREGolf* Subscribers

## **1.6 Million+ Digital Magazines distributed through email**

- Torstar Channels, Golf Town Channels, *ScoreGolf* Subscribers

## **Digital Opportunities Include**

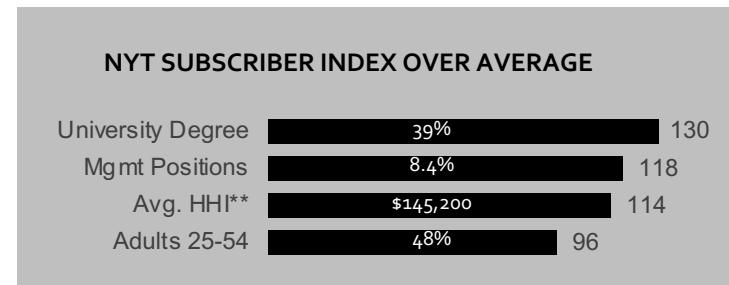
- Sponsored Content
- Newsletter Sponsorships



# The Star's special supplement of exclusive content from The New York Times is a great way for premium brands to reach a desirable audience.

Thought-provoking, insightful and entertaining. The New York Times and Book Review attracts an **affluent and educated** audience.

The NYT supplement is ideal for display ads or custom content to capture the attention of a discerning audience in and around the GTA. Readers truly value this premium content with subscribers investing an extra \$1.50 each week to receive it at their home.



**WEEKLY PRINT DISTRIBUTION**

35,700	Sunday	Toronto Star
8,400	Saturday	The Hamilton Spectator
3,900	Saturday	The Waterloo Region Record

Sources: Internal Distribution Data – 12-month average Jan-Dec 2022; \*Total distribution is inclusive of Star and Record distribution  
Environics Analytics DemoStats 2022, Based on New York Times Subscribers vs Total Ontario population. \*\*vs. Ontario Avg. HHI (\$127,000).

## Total Weekly Distribution

48,000

13,500 subscriber  
34,500 single copy

**The New York Times**  
INTERNATIONAL WEEKLY  
WEEKEND, OCTOBER 31-NOVEMBER 1, 2020  
Copyright © 2020 The New York Times

## California Is a Place Of Highs And Lows

By CHRISTOPHER FLAVELLE  
California is one of America's marvels. The state has transformed its arid and sparsely populated interior into the richest, most populous and least dense place in the nation.

But the state has given California an unwelcome category of superlatives. This year is the state's worst wildfire season on record, and it is the hottest August on record; a punishing drought that lasted from 2011 to 2019, which has caused reservoirs to drop to record lows three years ago, when heavy rains nearly caused the Oroville Dam to fail, has been followed, to fail, forcing over 180,000 people to flee.

The same manufactured landscapes

that have built California into a \$3 trillion economy that is home to one in 39 Americans have made the state more vulnerable to climate shocks, experts say. And those

shocks are already getting worse.

“It’s like a feedback loop,” says

Elizabeth Davis, a campaign contribu-

tor to the presidential race. “That the election has become a

stalemate right now.”

Ms. Davis said the country's soul

“is at a crucial point.”

“It is like everything is broken at

the same time,” she said.

—David M. Halpin is a

politics reporter for The New York Times.



## What Is 'Soul' of America?

The presidential race has focused on questions of morality and identity.



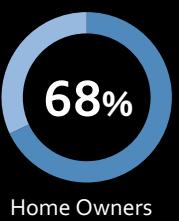
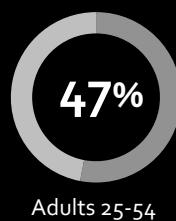
# Reach a highly engaged audience through the Star's weekly TV listings magazine

Starweek is a valuable daily planning tool for dedicated readers. Each new edition has over 70 pages of content including: detailed listings in half hour time blocks, a daily "Worth Watching" feature, a "Streaming in Canada" overview, lots of TV-based puzzles, and more. A refreshed design in November 2021 makes this magazine better than ever for its avid subscribers.

Starweek is available as an opt-in subscription and in single copy editions of the Saturday Star.

## DEDICATED AUDIENCE :

Star subscribers pay an extra \$1.00 to receive a copy of Starweek with their Saturday edition



**\$138K**  
Average HHI

Sources: Internal Distribution Data – 12-month average Jan-Dec 2022;  
Environics Analytics DemoStats 2023, Based on Starweek Subscribers vs Total Ontario population.

## Total Weekly Distribution

**101,700**

57,500 subscriber  
38,100 single copy  
6,900 e-paper\*

\*e-paper not deduplicated from print subscribers



# We make it easy to reach your customers right at their door with print flyers and inserts

Our turn-key print and distribution product offers a one-stop shop for the development, printing and distribution of advertising messaging. From cover wraps and flyers, to Post-its® and custom magazines, our team can put your message directly in the hands of potential customers.

We apply data from Torstar's entire distribution network and the expertise of our geomatics team to target your audiences by demographics and refined geographies.

- Geo-Target radius from client locations, custom territories, etc.
- Demographic/expenditure-based targeting with such factors as age, income, education, Environics PRISM clusters, spend, etc.
- Proprietary Customer data (fully compliant with privacy requirements)



## TORONTO STAR DISTRIBUTION AREA

# TORONTO STAR

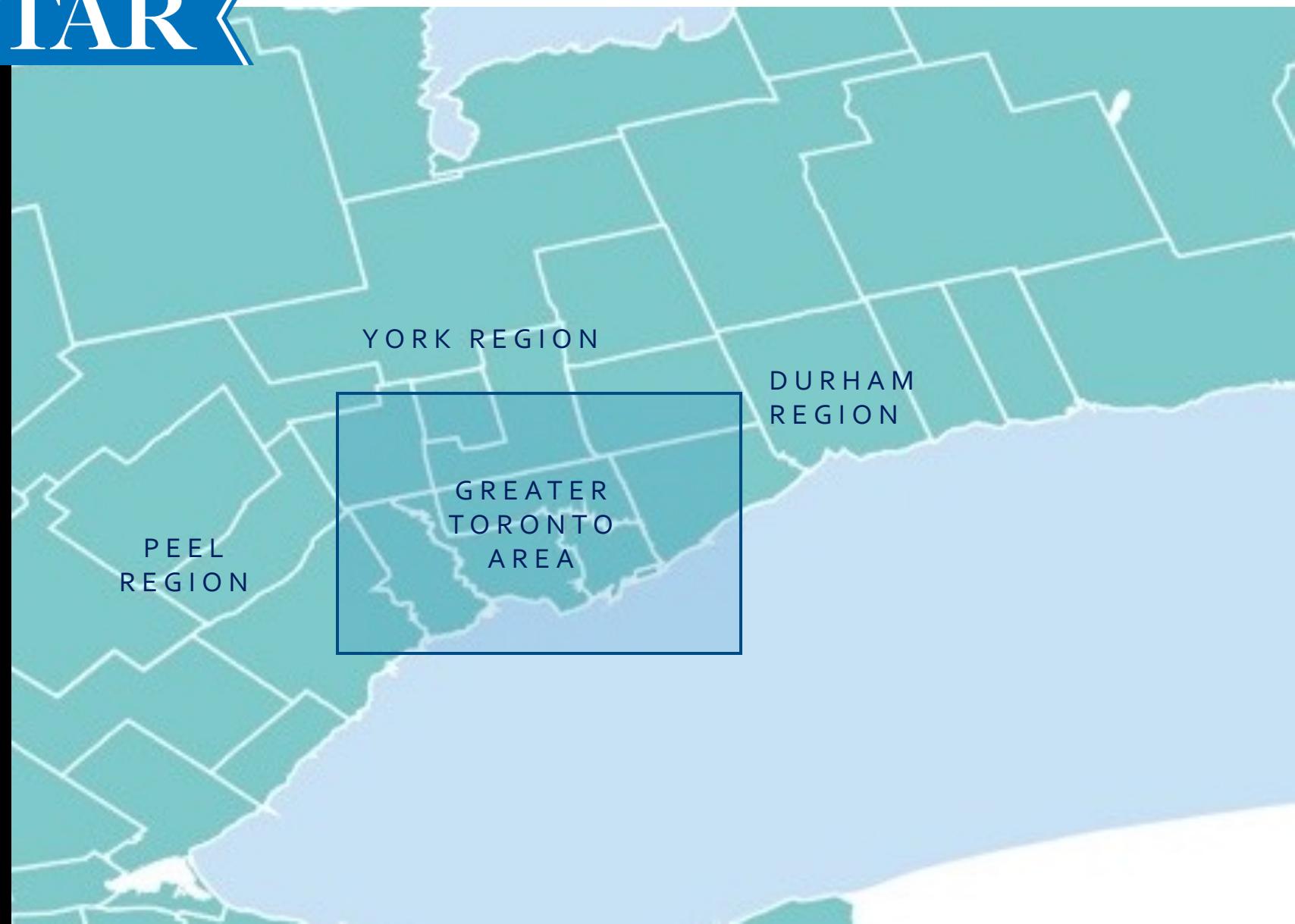
### THURSDAY

Home Delivery and Provincial

### SATURDAY

Home Delivery, Single Copy, Provincial

- Access to new homes and condo developments
- Volume CPM discounts  
(Activity pro-rated to ROP contract)
- Delivery by adult carriers
- Guaranteed AM delivery
- Minimum quantity 10,000 per drop



# Content and creative to fit any platform and engage people in the best possible way

From print to podcasts – simple to bespoke – we have the talent and tools to bring stories to life in any format, targeting any audience with quality information in the environment that best suits them.



PRINT



DIGITAL



AUDIO



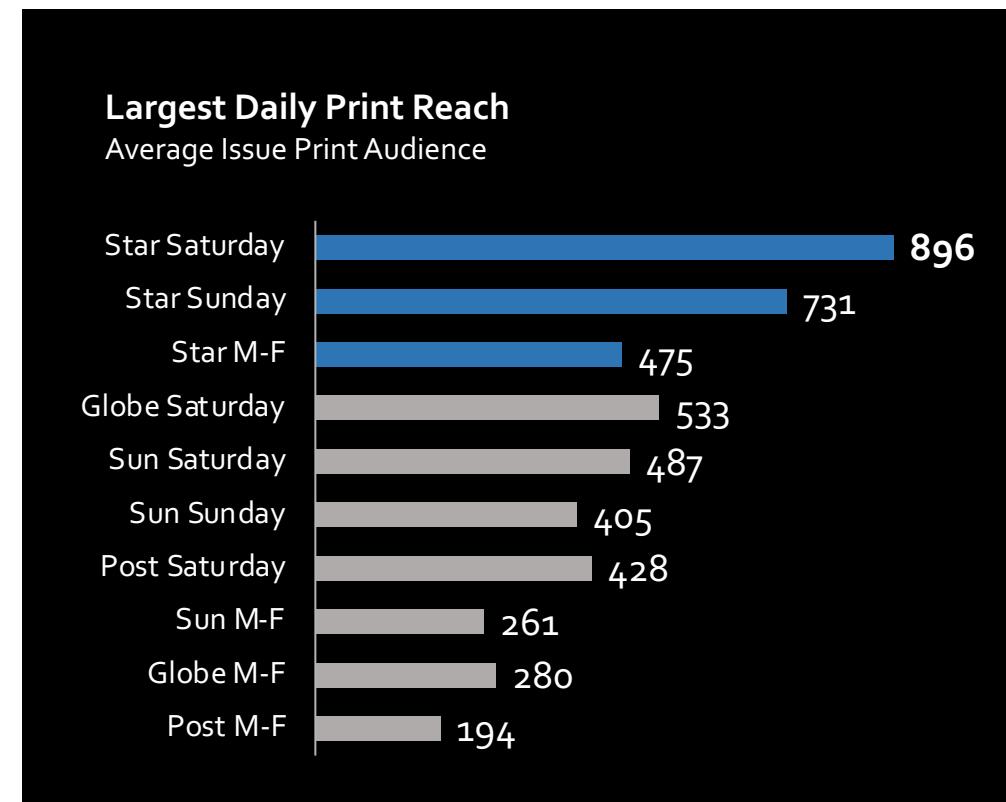
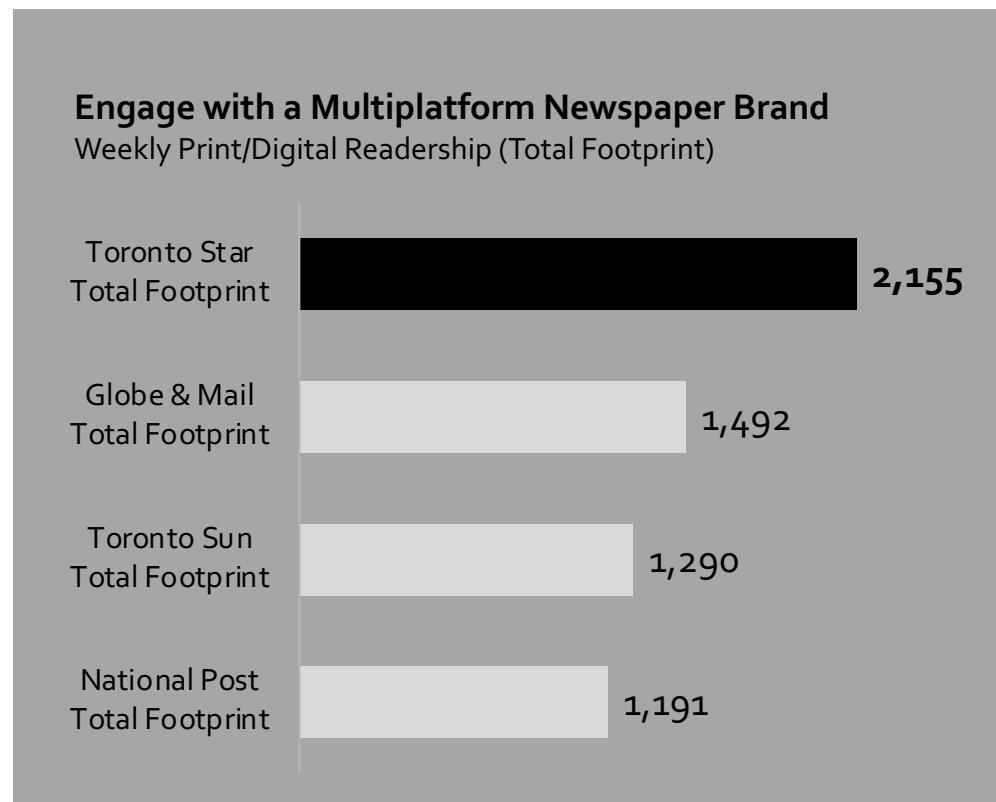
VIDEO



SOCIAL

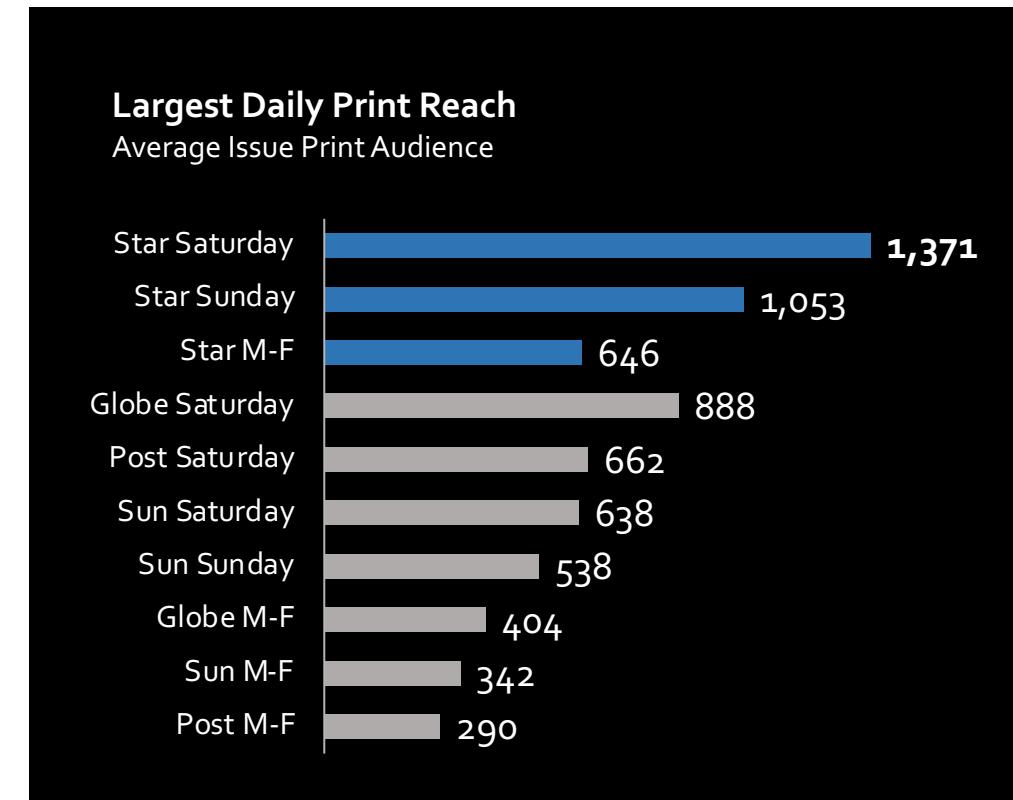
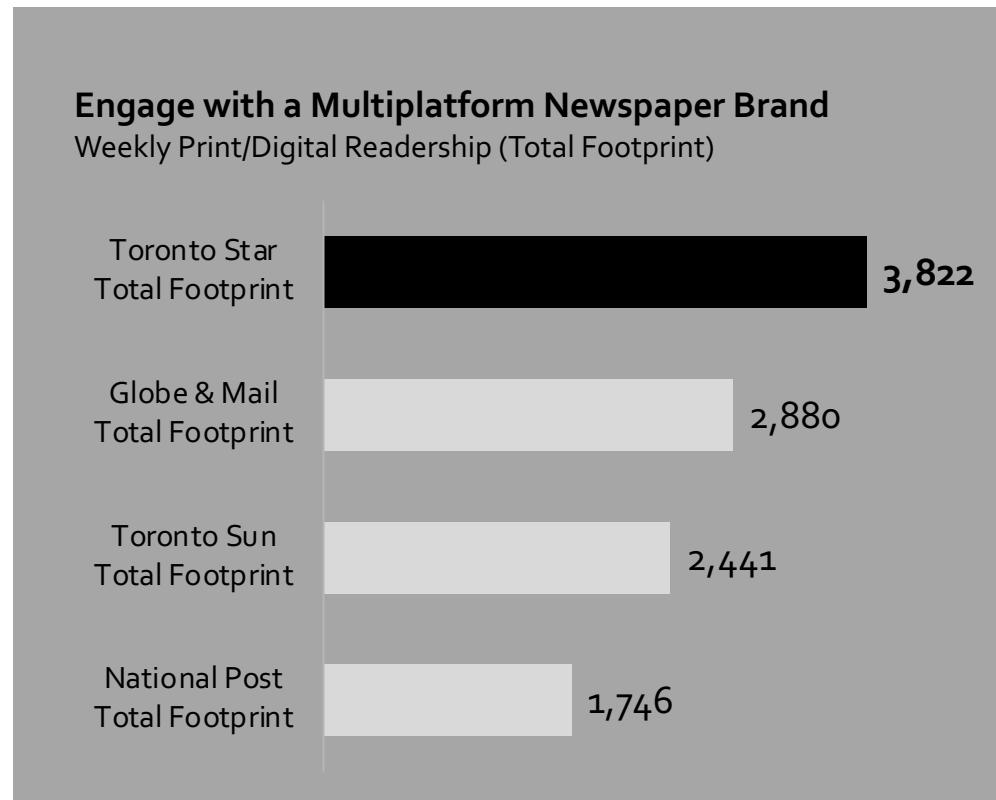
# Dominant reach in the nation's largest city

Over a million readers every Saturday  
Toronto CMA, Adults 18+ (ooo)



# The province's most-read newspaper brand

Ontario, Adults 18+ (ooo)



› TORONTO STAR <

# Rates

# Toronto Star/Torstar Network Digital Ad Rates

- All rates include targeting (and production if required for standard, large or rich formats)
- 20,000 impression minimum per execution for all digital campaigns
- Our network (O&O) includes impressions on our ePaper editions (big box on applicable sites) and Apple News (booked separately re: thestar.com, on request)

Ad Type	Ad Unit	O&O	Off Net	Rate
Standard IAB	Big Box	✓	✓	\$18 CPM
	Double Big Box	✓	✓	
	Leaderboard	✓	✓	
	Mobile Banner	✓	✓	
Large Format	Billboard	✓		\$21 CPM
	Mobile Interscroller	✓		\$25 CPM
Rich Media	Big Box w/features	✓		\$23 CPM
	Big Box in-banner video ad	✓		
	Leaderboard w/features	✓		
	Double Big Box w/features	✓		
	Billboard w/features	✓		
	Responsive Wallpaper	✓		
	Mobile Wrapper	✓		
	Mobile Windowplay	✓		
	Mobile Mainstage	✓		
	Mobile Lookbook	✓		
	Mobile Interscroller w/features	✓		
				\$28 CPM

Ad Type	Ad Unit	O&O	Off Net	Rate
Video	Instream Video (pre-roll)	✓		\$35 CPM
	Outstream Video (in-article)	✓		\$20 CPM
	OTT (programmatic)*		✓	\$30 CPM
Audio	Programmatic Audio**		✓	\$30 CPM

\*OTT ad bookings – min. investment \$5,000/mo; CPM is estimated – can range up to \$65 depending on targeting

\*\*Programmatic Audio ad bookings – min. investment \$3,500/mo; runs across a mix of streaming services – targeted to client goals

PROGRAMMATIC RATES	O&O	Programmatic Guaranteed	Preferred Deal	Private Auction
Big Box*	✓			
Double Big Box	✓			
Leaderboard	✓	\$10 CPM	\$6 CPM	\$5 CPM
Mobile Banner	✓			
Mobile Big Box	✓			
Billboard	✓	\$15 CPM	\$9 CPM	\$8 CPM
Outstream Video	✓	\$20 CPM	\$15 CPM	\$12 CPM
Premium Digital Video (instream/pre-roll)	✓	\$35 CPM	\$30 CPM	\$27 CPM

Programmatic offerings are for inventory on Torstar Owned & Operated Sites (on network). Additional variable costs may apply for First-Party Data and Keyword Targeting; Ask about Rich Media rates for Big Box (w/features or in-banner video)

# Takeover Rates (Star)

	National				Ontario				GTA			
	Weekday		Weekend		Weekday		Weekend		Weekday		Weekend	
	Avg Est. IMPs	Rate										
thestar.com – HPTO only	600,000	\$17,000	425,000	\$12,000	550,000	\$17,000	385,000	\$12,000	400,000	\$14,000	250,000	\$9,000
thestar.com – HPTO + POE*	1,000,000	\$28,500	825,000	\$23,500	925,000	\$28,500	715,000	\$22,000	625,000	\$22,000	425,000	\$15,000

## NOTES for thestar.com:

- Takeover ad units include: (BLB) Billboard – except first position, (LB) Leaderboard, (BB) Big Box, (DBB/DSS) Double Big Box/Double Skyscraper (MB) Mobile Banner, (WR) Mobile Wrapper
- \*This bundle is also known as "First Impression Takeover" - POE on thestar.com is not a stand-alone product – must be bundled with HPTO.
- Section takeover rates provided on request - \$1,000 minimum will apply

## Toronto Star Newsletter Ads – Ad exclusivity in Star Editorial Newsletters

Newsletter Title	Distribution	Timeframe	Ad Size/s	Estimated Sends	Estimated IMPs	Flat Rate
First Up	Daily - A.M.	1 day	Big Box	215,000	85,000	\$3,000/day
		7 days	Big Box	1,115,000	490,000	\$20,000/week
		14 days	Big Box	2,230,000	980,000	\$30,500/2-weeks
Business Headlines	Weekdays	1 day	Big Box	33,000	13,200	\$1,500/day
Sports Headlines	Daily	1 day	Big Box	34,500	13,500	\$1,500/day
Food Crawl	Thursday	7 days	Big Box	49,000	19,000	\$2,350/week
Living Here	Weekly	7 days	Big Box	34,800	13,500	\$1,500/week
Next Up	Weekdays	1 day	Big Box	53,500	21,400	\$1,100/day

\*Rates are based on Estimated Sends and Impressions – during set ad placement period. Per Apple email privacy changes and their impact, Open Rates are no longer factored or measured.

# › TORONTO STAR ‹

## SUNDAY TO FRIDAY RATES

A-Section & Other Sections

"A" Section   SUNDAY - FRIDAY					
SIZING	1x Rate	6x Rate	13x Rate	26x Rate	52x Rate
<b>Full Page</b>	\$21,250	\$18,050	\$15,350	\$13,050	\$11,100
<b>1/2 Page (Hor. or Vert.)</b>	\$12,750	\$10,850	\$9,200	\$7,850	\$6,650
<b>1/2 Page Impact</b>	\$15,300	\$13,000	\$11,050	\$9,400	\$8,000
<b>1/3 Page</b>	\$8,500	\$7,250	\$6,150	\$5,200	\$4,450
<b>1/3 Page Impact</b>	\$10,200	\$8,650	\$7,350	\$6,250	\$5,300
<b>1/4 Page</b>	\$7,000	\$5,950	\$5,050	\$4,300	\$3,650
<b>1/4 Page Impact</b>	\$8,400	\$7,150	\$6,100	\$5,150	\$4,400
<b>2/3 Page</b>	\$17,000	\$14,450	\$12,300	\$10,450	\$8,850
<b>3/5 Page</b>	\$15,950	\$13,550	\$11,500	\$9,800	\$8,300
<b>1/8 Page</b>	\$4,250	\$3,600	\$3,050	\$2,600	\$2,200
<b>1/16 Page</b>	\$2,150	\$1,800	\$1,550	\$1,300	\$1,100
<b>DPS</b>	\$36,150	\$30,700	\$26,100	\$22,200	\$18,850
<b>Gatefold</b>	\$47,800	\$40,650	\$34,550	\$29,350	\$24,950
<b>Cover Wrap*</b>	\$59,750	N/A	N/A	N/A	N/A
<b>Top Crown</b>	\$3,000	\$2,550	\$2,150	\$1,850	\$1,550
<b>Front Banner</b>	\$4,250	\$3,600	\$3,050	\$2,600	\$2,200
<b>Banner</b>	\$2,150	\$1,800	\$1,550	\$1,300	\$1,100
<b>Large Banner</b>	\$3,000	\$2,550	\$2,150	\$1,850	\$1,550

\*Special approval guidelines apply

All Other Sections   SUNDAY - FRIDAY					
SIZING	1x Rate	6x Rate	13x Rate	26x Rate	52x Rate
<b>Full Page</b>	\$18,050	\$15,350	\$13,050	\$11,100	\$9,450
<b>1/2 Page (Hor. or Vert.)</b>	\$10,850	\$9,200	\$7,850	\$6,650	\$5,650
<b>1/2 Page Impact</b>	\$13,000	\$11,050	\$9,400	\$8,000	\$6,800
<b>1/3 Page</b>	\$7,250	\$6,150	\$5,200	\$4,450	\$3,750
<b>1/3 Page Impact</b>	\$8,650	\$7,350	\$6,250	\$5,300	\$4,550
<b>1/4 Page</b>	\$5,950	\$5,050	\$4,300	\$3,650	\$3,100
<b>1/4 Page Impact</b>	\$7,150	\$6,100	\$5,150	\$4,400	\$3,750
<b>2/3 Page</b>	\$14,450	\$12,300	\$10,450	\$8,850	\$7,550
<b>3/5 Page</b>	\$13,550	\$11,500	\$9,800	\$8,300	\$7,050
<b>1/8 Page</b>	\$3,600	\$3,050	\$2,600	\$2,200	\$1,900
<b>1/16 Page</b>	\$1,800	\$1,550	\$1,300	\$1,100	\$950
<b>DPS</b>	\$30,700	\$26,100	\$22,200	\$18,850	\$16,050
<b>Gatefold</b>	N/A	N/A	N/A	N/A	N/A
<b>Cover Wrap*</b>	\$50,800	N/A	N/A	N/A	N/A
<b>Top Crown</b>	\$2,550	\$2,150	\$1,850	\$1,550	\$1,300
<b>Front Banner</b>	\$3,600	\$3,050	\$2,600	\$2,200	\$1,900
<b>Banner</b>	\$1,800	\$1,550	\$1,300	\$1,100	\$950
<b>Large Banner</b>	\$2,550	\$2,150	\$1,850	\$1,550	\$1,300

# › TORONTO STAR ‹

SATURDAY

A-Section &amp; Other Sections

"A" Section   SATURDAY					
SIZING	1x Rate	6x Rate	13x Rate	26x Rate	52x Rate
<b>Full Page</b>	\$25,000	\$21,250	\$18,050	\$15,350	\$13,050
<b>1/2 Page (Hor. or Vert.)</b>	\$15,000	\$12,750	\$10,850	\$9,200	\$7,850
<b>1/2 Page Impact</b>	\$18,000	\$15,300	\$13,000	\$11,050	\$9,400
<b>1/3 Page</b>	\$10,000	\$8,500	\$7,250	\$6,150	\$5,200
<b>1/3 Page Impact</b>	\$12,000	\$10,200	\$8,650	\$7,350	\$6,250
<b>1/4 Page</b>	\$8,250	\$7,000	5,950	\$5,050	\$4,300
<b>1/4 Page Impact</b>	\$9,900	\$8,400	\$7,150	\$6,100	\$5,150
<b>2/3 Page</b>	\$20,000	\$17,000	\$14,450	\$12,300	\$10,450
<b>3/5 Page</b>	\$18,750	\$15,950	\$13,550	\$11,500	\$9,800
<b>1/8 Page</b>	\$5,000	\$4,250	\$3,600	\$3,050	\$2,600
<b>1/16 Page</b>	\$2,500	\$2,150	\$1,800	\$1,550	\$1,300
<b>DPS</b>	\$42,500	\$36,150	\$30,700	\$26,100	\$22,200
<b>Gatefold</b>	\$56,250	\$47,800	\$40,650	\$34,550	\$29,350
<b>Cover Wrap*</b>	\$70,300	N/A	N/A	N/A	N/A
<b>Top Crown</b>	\$3,500	\$3,000	\$2,550	\$2,150	\$1,850
<b>Front Banner</b>	\$5,000	\$4,250	\$3,600	\$3,050	\$2,600
<b>Banner</b>	\$2,500	\$2,150	\$1,800	\$1,550	\$1,300
<b>Large Banner</b>	\$3,500	\$3,000	\$2,550	\$2,150	\$1,850

\*Special approval guidelines apply

All Other Sections   SATURDAY					
SIZING	1x Rate	6x Rate	13x Rate	26x Rate	52x Rate
<b>Full Page</b>	\$21,250	\$18,050	\$15,350	\$13,050	\$11,100
<b>1/2 Page (Hor. or Vert.)</b>	\$12,750	\$10,850	\$9,200	\$7,850	\$6,650
<b>1/2 Page Impact</b>	\$15,300	\$13,000	\$11,050	\$9,400	\$8,000
<b>1/3 Page</b>	\$8,500	\$7,250	\$6,150	\$5,200	\$4,450
<b>1/3 Page Impact</b>	\$10,200	\$8,650	\$7,350	\$6,250	\$5,300
<b>1/4 Page</b>	\$7,000	\$5,950	\$5,050	\$4,300	\$3,650
<b>1/4 Page Impact</b>	\$8,400	\$7,150	\$6,100	\$5,150	\$4,400
<b>2/3 Page</b>	\$17,000	\$14,450	\$12,300	\$10,450	\$8,850
<b>3/5 Page</b>	\$15,950	\$13,550	\$11,500	\$9,800	\$8,300
<b>1/8 Page</b>	\$4,250	\$3,600	\$3,050	\$2,600	\$2,200
<b>1/16 Page</b>	\$2,150	\$1,800	\$1,550	\$1,300	\$1,100
<b>DPS</b>	\$36,150	\$30,700	\$26,100	\$22,200	\$18,850
<b>Gatefold</b>	N/A	N/A	N/A	N/A	N/A
<b>Cover Wrap*</b>	\$59,800	N/A	N/A	N/A	N/A
<b>Top Crown</b>	\$3,000	\$2,550	\$2,150	\$1,850	\$1,550
<b>Front Banner</b>	\$4,250	\$3,600	\$3,050	\$2,600	\$2,200
<b>Banner</b>	\$2,150	\$1,800	\$1,550	\$1,300	\$1,100
<b>Large Banner</b>	\$3,000	\$2,550	\$2,150	\$1,850	\$1,550

# Podcasts: Owned & Operated Shows

Show	Category	Genre	Hosts	Host Read	CPM Rate	Digital & Audio IMPs	Ads per show	Sponsorship Rate	Cadence	
 THIS MATTERS	This Matters	Editorial / Newsroom	News	Saba Eitizaz & Raju Mudhar	n/a	<b>1-Month</b> 1) Preroll + 1 <sup>st</sup> Midroll + display roadblock: <b>\$14,300</b> 2) Midroll 2 or 3: <b>\$4,200</b>	1) 520,000 2) 150,000	1 x pre-roll 3 x mid roll	By Request	3-5 per week (M-F)
 SUSPICION True Crime (S1 & S2)	Suspicion True Crime (S1 & S2)	Editorial / Newsroom	True Crime	Kevin Donovan	Yes	<b>1-Month</b> 1) Preroll + 1 <sup>st</sup> Midroll + display roadblock: <b>\$8,400</b> 2) Midroll 2 or 3: <b>\$2,250</b>	1) 330,000 2) 75,000	1 x pre-roll 3 x mid roll	By Request	Season 1&2 now available Season 3 coming soon
 DEEP LEFT FIELD	Deep Left Field	Editorial / Newsroom	Sports (baseball)	Mike Wilner	Yes	n/a	1) 667,000 2) 415,000	1 x pre-roll 3 x mid roll	1) Lead: <b>\$22,750</b> (1-month), 1 partner 2) Participating: <b>\$12,650</b> (1-month), 1 partner	Year round, Weekly, Thursdays
 MILLENNIAL MONEY	Millennial Money	Editorial / Newsroom (supported)	Personal Finance	Ghada Alsharif	n/a	n/a	1) 1,139,000 2) 746,000	1 x pre-roll 3 x mid roll	1) Lead: <b>\$117,218</b> (1 partner), 12-weeks 2) Participating: <b>\$45,900</b> (2 partners), 12-weeks	Weekly DOW TBD
 IT'S POLITICAL	It's Political	Editorial / Newsroom	Politics	Althia Raj	n/a	n/a	1) 7,106,000	1 x pre-roll 4 x Mid roll	1) Sole sponsor <b>\$150,000</b> (incumbent has first right of refusal until Oct/23)	Bi-weekly Fridays (when house is in session)
Travel Pod (Name TBD)	Editorial / Newsroom (supported)	Travel	TBD	TBD	n/a	1) 1,189,000 2) 689,000	1 x pre-roll 3 x mid roll	1) Lead: <b>\$183,200</b> (1 partner) 12-weeks 2) Participating: <b>\$51,000</b> (2 partners), 12-weeks	Weekly DOW TBD	

# Podcasts: Exclusive Partners - Rate Card

Show	Genre	Hosts	Host Read	CPM Rate	Digital & Audio IMPs	Ads per show	Sponsorship Rate	Cadence	# of Episodes
 <b>Footy Prime</b>	Sports	Rotating: Dan Wong, James Sharman, Jimmy Brennan, Jeff Cole, Amy Walsh	Yes	n/a	1) 419,000 2) 286,000	1 x pre-roll (sold until May 2024) 4 x mid roll	1) Pkg One: <b>\$23,075</b> (1-month), 1 partner 2) Pkg Two: <b>\$16,300</b> (1-month), 1 partner	4-5 eps per week	400+
 <b>Millennial Minimalists</b>	Lifestyle	Kelly Foss Lauren Morley	Yes	n/a	1) 390,000 2) 205,000	1 x pre-roll 2 x mid roll (or 1x :60)	1) Pkg One: <b>\$14,075</b> (1 partner), 12-weeks 2) Pkg Two: <b>\$9,225</b> (1-month), 1 partner	Weekly	200+

## QUOTED PER REQUEST:

- In-show integration (i.e. brand representative featured in an episode)
- Show hosts featured in sponsored content (print/digital or video)

## SHOW NOTEABLES:

- All packages include organic social mentions
- Millennial Minimalist do not pitch categories: Fast fashion brands (exception: brand working to put in place to change), Pharma, Marijuana, Auto (exception EV's accepted)
- Footy Prime: igambling category not available

# Starweek Rate Card 2023

## » TORONTO STAR «

### SATURDAY HOME DELIVERY

Opt-in Subscribers and Single-Copy Retail

	AD SPECS	AD RATE
Outside Back Cover – Full Page	9.5" x 10.0"	\$2,500
Front Cover – Banner	9.5" x 2.0"	\$800
Page 9 – Half Page	9.5" x 4.8342"	\$1,200
*Magazine takeover of all 3 ad positions (subject to avails)		\$4,000

Terms & Conditions: <https://www.thestar.com/about/termsandconditions.html>



# New York Times Rate Card 2023

<b>16 PAGE NYT NEWS BROADSHEET SECTION</b>	<b>TORONTO STAR</b>	<b>HAMILTON SPECTATOR + WATERLOO REGION RECORD</b>
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Section Front Banner (8.97" x 2.857")	\$3,065	\$965
Half Page 3 (8.97" x 9.928")	\$4,065	\$1,065
Full Page 5 (8.97" x 20.0")	\$7,565	\$1,940
Half Page 7 (8.97" x 9.928")	\$4,065	\$1,065
Half Page 9 (8.97" x 9.928")	\$4,065	\$1,065
Half Page 11 (8.97" x 9.928")	\$7,565	\$1,940
Crossword Page Banner (8.97" x 2.857")	\$3,065	\$815
Full Page - OBC (8.97" x 20.0")	\$7,565	\$1,940

<b>12 PAGE NYT BOOK REVIEW TABLOID SECTION</b>	<b>TORONTO STAR</b>	<b>HAMILTON SPECTATOR + WATERLOO REGION RECORD</b>
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Full Page 3 (9.0" x 10.0")	\$5,065	\$1,065
Full Page - OBC (9.5" x 8.97")	\$5,065	\$1,065

## » TORONTO STAR «

### Frequency Discounts

<b>#</b>	<b>Discount</b>
6x	10%
13x	20%
26x	30%
52x	40%

Terms & Conditions:  
<https://www.thestar.com/about/termsandconditions.html>

› TORONTO STAR <

# Ad Specs

# Torstar Digital Ad Specifications

Torstar offers both standard and custom ad solutions. This document provides the standards and guidelines for running advertising programs with us – on and off network. All advertising specifications and guidelines are in compliance with the IAB Canada's L.E.A.N. Principles.

## General Guidelines and Requirements:

- Ads served locally require GIF/JPG and a click-through URL.
- GIF/JPG backup image must be provided with HTML5 creative
- Non-skippable video ads must be watched before video content can be viewed (15 or 20 secs). Skippable video ads allow viewers to skip ads after 5 seconds.

- Compressed (.zip) HTML5 file must include all assets contained within ad package. Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped. One ad size per Zip file.
- Expandable creative must user initiated and third-party served/HTML5 and include a close button with a "Close X" on expanded panel with a clear call to action (i.e. "roll over to expand" or "click-to-expand.")

\*All advertising submitted is subject to the approval of the Publisher. We reserve the right to refuse any advertising content that does not meet the company's standards of acceptance

Ad Type	Material & Dimensions	File Types Accepted	Max Size	Video Length & Animation	Video File Size	Audio	Serving Options
Big Box	300x250	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Double Big Box	300x600	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Leaderboard	728x90	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Mobile Banner	320x50	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Native Display	<ul style="list-style-type: none"> <li>• Image: 330 x 172 px</li> <li>• Logo: 100 x 100 px</li> <li>• Headline: up to 34 characters</li> <li>• Body (300x600 only): up to 115 characters</li> <li>• CTA: up to 25 characters</li> </ul>		JPG, GIF, PNG	150KB	N/A	N/A	Site Served

Ad Type	Material & Dimensions	File Types Accepted	Max Size	Video Length & Animation	Video File Size	Audio	Serving Options
<b>LARGE FORMAT</b>							
<b>Billboard</b>	970x250	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
<b>Interscroller</b>	Vertical min: 320x480 max: 768x1230 Horizontal min: 480x270 • Destination URL Scroll dimensions may vary based on device size	JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	Animation: max 3 loops	Video Ratio 16x9 Min Width 480, Min Height 270 Video Ratio 9x16 Min Width 320, Min Height 480 Max Video file size: 6MB Video Length: 15-30 sec Video Format: MP4	N/A	Site Served
<b>Static Wallpaper</b>	<b>Communities:</b> Image Dimension: 1920x1400, 1860x1400 & 1540x1400 Website Width: 1175px • Top Space with Leaderboard: 123px • Top Space with Billboard: 283px  <b>TravelAlerts:</b> Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1011px • Top Space with Leaderboard: 110px  <b>Wheels:</b> Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1200px • Menu Bar Blocked Space: 90px (Details see wallpaper specification)  <b>Toronto.com:</b> Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1370px • Menu Bar Blocked Space: 126px	JPG, PNG	200KB	N/A	N/A	N/A	Site Served

Ad Type	Material & Dimensions	File Types Accepted	Max Size	Video Length & Animation	Video File Size	Audio	Serving Options
<b>RICH MEDIA FORMAT</b>							
<b>Rich Media Big Box</b>	300x250 depends on rich media features	-	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
<b>Rich Media Double Big Box</b>	300x600 depends on rich media features	-	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
<b>Rich Media Leaderboard</b>	728x90 depends on rich media features	-	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
<b>Rich Media Billboard</b>	970x250 depends on rich media features	-	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	2.2MB	User Initiated	Site Served or Approved Third-Party Vendor
<b>Rich Media Big Box - Media Gallery</b>	Supported up to 5 images Image: 298x179 (200KB max) Logo: 30x240 (50KB max) • Destination URL for each image • Destination URL for logo	JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	N/A	N/A	N/A	Site Served
<b>Rich Media Big Box - In-Banner Video</b>	Video: min 480x270 (16:9 ratio) Video Preview Image: 298x170 (200KB max) Logo: 30x240 (50KB max) • Call to Action Button copy: limit 13 characters • Destination URL	Video MP4, MOV, AVI Image JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	6MB	User Initiated	Site Served
<b>Rich Media Interscroller</b>	Max Size: 768x1230 Safe Area: 640x880 • Destination URL Scroll dimensions may vary based on device size	JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	6MB	User Initiated	Site Served

Ad Type	Material & Dimensions	File Types Accepted	Max Size	Video Length & Animation	Video File Size	Audio	Serving Options
<b>RICH MEDIA FORMAT</b>							
<b>Mobile Windowplay</b>	Video: min 480x270 (16:9 ratio) Image: 540x608 (200KB max) Overlay logo: 252x240 (50KB max) • Destination URL Responsive; max height 248px	Video MP4, MOV, AVI Image JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	Up to 30 secs; recommend 15 seconds	6MB	User Initiated	Site Served
<b>Mobile Lookbook</b>	Hero Image: 720x458 (200KB max) Logo: 110x24 (25KB max) Hotspots: 2-5 required • Product Image: 304px height (200KB max) • Product Title: limit 25 characters • Description: limit 60 characters • Product Price: limit 10 characters • Call to Action Button copy: limit 13 characters • Destination URL Responsive; max height 248px	JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	N/A	N/A	N/A	Site Served
<b>Mobile Mainstage</b>	Supported 4-8 images Image: 540x304 (200KB max) Logo: 60x48 (25KB max) • Image captions; limit 25 characters each • Call to Action Button copy: limit 13 characters • Destination URL Responsive; max height 184px	JPG, GIF, PNG	Initial file load 100KB Polite file load 300KB	N/A	N/A	N/A	Site Served
<b>Mobile Wrapper</b>	Mobile Image: 1248x374 (1-2 images) • Railing background color • Destination URL	JPG, GIF, PNG	200KB	N/A	N/A	N/A	Site Served

Ad Type	Material & Dimensions	File Types Accepted	Max Size	Video Length & Animation	Video File Size	Audio	Serving Options
<b>PROPRIETARY FORMAT</b>							
<b>Social Display</b>	Social Post URL	N/A	N/A	N/A	N/A	N/A	Site Served
<b>Newsletter Ad</b>	300x250 – high resolution files required	PNG recommended, JPGs accepted	50KB	N/A	N/A	N/A	Site Served
<b>Newsletter Native Ad</b>	<u>Travel Newsletter Only</u> Image: 492x300 Body Character Limit: 48 including spaces and punctuation CTA Character Limit: 14 including spaces • Destination URL Required	PNG recommended, JPGs accepted	50KB	N/A	N/A	N/A	Site Served
<b>VIDEO FORMAT</b>							
<b>Out-Stream Video (In-Article)</b>	Video: 16:9 or 4:3 aspect ratio	MP4, MOV, VAST 4.0	4MB	15 or 30 secs	4MB	Always permitted. (audio mutes when user hovers off video)	Site Served or Approved Third-Party Vendor
<b>In-Stream Video (Pre-Roll)</b>	Low Res/Aspect Ratio 640x360 (16:9) Med Res/Aspect Ratio 1024x576 (16:9) High Res/Aspect Ratio 1280x720 (16:9) High Res/Aspect Ratio 1920x1080 (16:9)	MP4, VAST 2.0, 3.0	30MB	6, 15 or 30 secs :30's must be skippable	30MB	User generated	Site Served or Approved Third-Party Vendors (DCM/Doubleclick, Sizmek, Flash-talking)

### Language

French ads to serve against French content only (IE: Save.ca French Section)

# Image Guidelines

## HERO IMAGE

This is the image that sits at the top of the article, above the body copy. It also acts as the thumbnail for the story and the source for the native ads.

### Guidelines:

The hero image must not include any text or logos; the only exception being text and logos that are shot in camera i.e., signs, billboards, posters, etc.

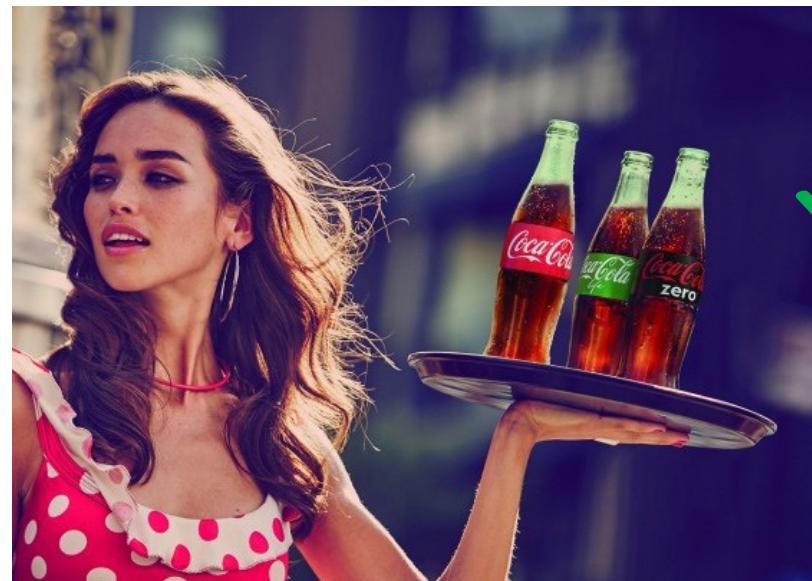
## GENERAL IMAGE GUIDELINES

Please avoid any sensitive, violent, or inappropriate content in supplied images.

Please do not provide images that resemble ads as that is the purpose of the takeover ads surrounding the article. This includes providing images that look like and have the dimensions of a banner.

Any sort of company logo will be placed in the credit logo slot and not in the body of the article. Please note that this slot can only hold one logo.

We do not allow for clickable button images. A button may at an additional cost that will match our style guidelines.



# Image Guidelines

## IMAGE DIMENSIONS

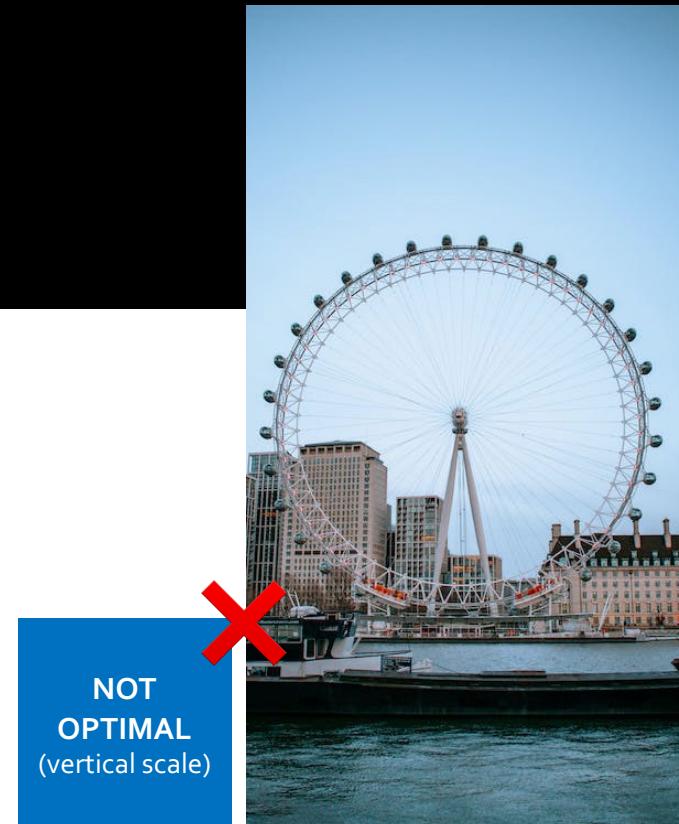
This includes both the hero image and all images found in the body of the article.

### Guidelines:

Images must be at least 1200 x 800 at 72 dpi for good digital posting quality, with an ideal size in the range of 2000 x 1300.

Anything larger may need to be resized or cropped. Typically, images that are 1 to 2 MBs suffice. Please note that any image over 5 MBs is too large for our system and will be resaved at a smaller file size so that our system will accept it.

Please do not provide any images that are taller than they are wide; vertical images typically look poor in our digital article layouts. If one must be used, we will add additional white space to each side to convert it into a horizontal image.



## IMAGE LICENSING/USAGE RIGHTS

If images are being supplied, please ensure that you (client) have the appropriate image usage rights.

We cannot use any licensed images without confirmation that you are approved to use them for advertising purposes. This rule only applies if you are using stock images, or if you are using images from outside of your own business.

If an image of an individual or group of people is provided, please ensure you have approval from them that it is okay to post their likeness online. This does not include stock imagery as most individuals have signed a waiver to allow for their likeness to be shared in that image, in perpetuity.



# Native Drivers - Specs

## PROPRIETARY FORMAT

<b>Native The Star &amp; Dailies</b>	Image: 1200 x 667 Headline Required Max 40 characters including spaces • Destination URL Required Logos and text on image are not permitted	JPG, GIF, PNG	200KB	N/A	N/A	N/A	Site Served
<b>Native Communities &amp; RON</b>	Image: 1200 x 667 Headline: limit 40 characters Body Text: limit 120 characters Promoted By: limit 36 characters • Destination URL Required Logos and text on image are not permitted	JPG, GIF, PNG	200KB	N/A	N/A	N/A	Site Served

## IMAGE LICENSING/USAGE RIGHTS

If images are being supplied, please ensure that you (client) have the appropriate image usage rights.

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# Daily Newspapers Standard Ad Details

Effective February 24, 2023

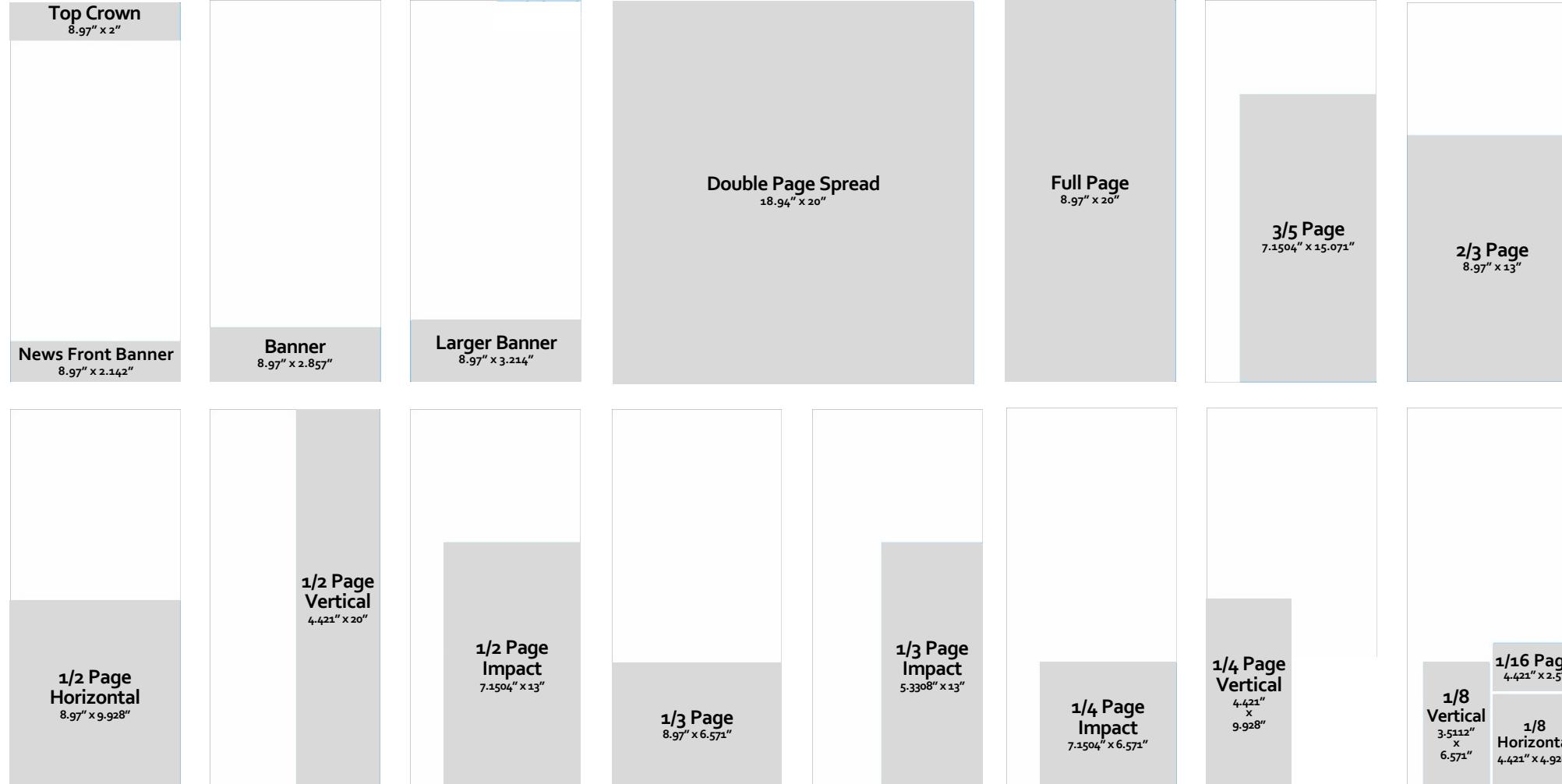
Ad Size Name	Specs (w x h)	HAMILTON SPECTATOR	NIAGARA FALLS REVIEW	PETERBOROUGH EXAMINER	ST. CATHARINES STANDARD	TORONTO STAR	WATERLOO REGION RECORD	WELLAND TRIBUNE	
Top Crown*	8.97" x 2.0"	✓	✓	✓ <sup>1</sup>	✓	✓	✓	✓	
News Front Banner	8.97" x 2.142"	✓ <sup>1</sup>	✓ <sup>1</sup>	✓ <sup>1</sup>	✓ <sup>1</sup>	✓ <sup>1</sup>	✓ <sup>1</sup>	✓ <sup>1</sup>	
Banner	8.97" x 2.857"	✓	✓ <sup>4</sup>	✓	✓ <sup>4</sup>	✓	✓	✓ <sup>4</sup>	
Large Banner	8.97" x 3.214"						✓		
Leaderboard	4.421" x 0.642"	✓ <sup>1</sup>	✓	✓	✓			✓	
Earlug*	2.6014" x 2.0"	✓ <sup>1</sup>	✓	✓	✓			✓	
Double Page Spread	18.94" x 20.0"	✓	✓	✓	✓	✓	✓	✓	
Full Page	8.97" x 20.0"	✓	✓	✓	✓	✓	✓	✓	
3/5 Page	7.1504" x 15.071"	✓	✓	✓	✓	✓	✓	✓	
2/3 Page	8.97" x 13.0"	✓	✓	✓	✓	✓	✓	✓	
1/2 Page Horizontal	8.97" x 9.928"	✓	✓	✓	✓	✓	✓	✓	
1/2 Page Vertical	4.421" x 20.0"	✓	✓	✓	✓	✓	✓	✓	
1/2 Page Impact	7.1504" x 13.0"			✓	✓	✓			
1/3 Page	8.97" x 6.571"	✓	✓ <sup>3</sup>	✓	✓ <sup>3</sup>	✓	✓	✓ <sup>3</sup>	
1/3 Page Impact	5.3308" x 13.0"	✓ <sup>2</sup>			✓	✓	✓ <sup>2</sup>		
10 x 69 Horizontal Impact	8.97" x 4.928"	✓	✓	✓	✓			✓	
1/4 Page Impact	7.1504" x 6.571"			✓ <sup>2</sup>	✓	✓ <sup>2</sup>			
1/4 Page Vertical	4.421" x 9.928"	✓	✓	✓	✓	✓	✓	✓	
1/6 Page	4.421" x 6.571"	✓	✓	✓	✓			✓	
1/8 Page Horizontal	4.421" x 4.928"	✓	✓	✓	✓	✓	✓	✓	
1/8 Page Vertical	3.5112" x 6.571"	✓ <sup>2</sup>			✓ <sup>2</sup>	✓ <sup>2</sup>	✓ <sup>2</sup>		
One Sixteenth	4.421" x 2.5"	✓	✓	✓	✓	✓	✓	✓	

<sup>1</sup> Ad size applies to A1 (Front page) only; <sup>2</sup> Ad size applies to A2 (Page 2, Front section) only; <sup>3</sup> Ad size applies to A3 (Page 3, Front section) only; <sup>4</sup> Ad size applies to section fronts (other than Front section) only.

\*Top Crown and Earlugs on section fronts only. Ad sizes may be allowed for alternate page placements with Publisher approval.

# Toronto Star Newspaper Ad Specs

Effective November 16, 2021



PODCAST AD PRODUCTION

**We'll work with you to suit your ad and content production needs**

<b>File Type</b>	MP3, AAC, WAV
<b>Ad Length</b>	7s, 15s, 30s, 60s
<b>File Size</b>	20 MB maximum
<b>Bit Rate</b>	128kbps min. 196kbps recommended
<b>Sample Rate</b>	44100Hz DASSV File

Files must be approved for trafficking a minimum of 48 hours prior to launch

**Podcasts ads are produced in house and talent read\*.**

**Intro bumper** – min. 7 second intro with the tagline

- 7 sec script – client supplied brand and tagline
- Example: "This Matters is presented in partnership with (ADVERTISER). (TAGLINE.)"

**Mid-roll brand-sell messaging**

- Recommended format: 30 sec mid-roll
- We can develop 1 script\*\* with a max of 2 variations on your behalf or with supplied copy
- Background music: 1 song included

**Confirmation of Male or Female Voice**

- <https://voxtalent.com/talent/rukia-mire/>
- <https://voxtalent.com/talent/theo-steryannis/>

Client brief, including direction on Tone - ie. Formal, happy, bubbly, serious  
Final audio files (pre & mid)

› TORONTO STAR <

# Appendix

# National scale. Local perspective.

Trusted Canadian journalism from 40 owned-and-operated brands.

Torstar Brands connect with 60% of Ontario's Greater Golden Horseshoe

**2.3M**  
Marketable Email Addresses

**3+ M**  
Registered Users (News Brands)



SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer (Adults 18+). POPULATION (in thousands): Canada 18+ = 31,296 – Torstar O&O reach is 35% (10,909). Ontario 18+ = 12,171 (39% of Canada), Torstar reaches 54% of Ontario. The Greater Golden Horseshoe makes up 70% of Ontario and Torstar's reach of that market is 60% (5,057 of 8,468). Map bullets: Regional News Bureaus in Vancouver, the Prairies, GTA, Ottawa and Halifax

# Cross-platform products and tactics

More inventory with better value, offering reach/frequency and contextual relevance



## PRINT NETWORK

Display ads placed run-of-paper or contextually aligned with relevant editorial

Daily newspapers (Toronto Star and Regional Dailies)

Magazines and features like The Kit, SCOREGolf and more

## DIGITAL NETWORK

Rich Media

Native

Apple News

Keyword & Behavioural audience targeting

500+ audience segments from first party data

## PODCASTS

This Matters

Suspicion Series

Deep Left Field

...and more!

Exclusivity & co-branded promotion

Custom opportunities

## EMAIL

Exclusive Newsletter Sponsorship

Dedicated eBlasts

Turn-key Contesting

## MULTI CULTURAL

News Brands and Magazines

Digital

Newsletters

Events

## CONTENT CREATION

Custom (Sponsored)

Supported

Digital + Print

## VIDEO

Outstream with "always on" stickiness

Pre-roll

Content drivers & amplification

Production

## DISTRIBUTION

Home delivery and flyer distribution

Diverse printing operations

Parcel Services (high volume)

AUDIENCE TARGETING / REPORTING / RESEARCH STUDIES

# Trusted brands

Trusted community and national news sites, targeted vertical brands and great ties to other Torstar affiliated media

**THE KIT**

**toronto.com**

 Wonderlist.ca

» **TORONTO STAR** «

**w/heels.ca**

**SCOREGolf**

 Suhaag.com  
For all things South Asian

 CANADIAN  
IMMIGRANT

 travelalerts.ca

**GRAND  
MAGAZINE**

**WEST**

**EAST**

 SAVE.CA

 Goldbook

 LocalWork.ca  
YOUR BEST SOURCE FOR LOCAL JOBS

## REGIONAL NEWS

 **HAMILTON SPECTATOR**

 The Record.com

 The Standard

 THE PETERBOROUGH  
EXAMINER

 WELLAND  
TRIBUNE

 NIAGARA FALLS  
REVIEW

## COMMUNITY NEWS

 DurhamRegion.com

 WaterlooChronicle.ca

 YorkRegion.com

 InsideOttawaValley.com

 ParrySound.com

 TheI.F.P.ca

 CambridgeTimes.ca

 CaledonEnterprise.com

 Mississauga.com

 NorthumberlandNews.com

 MuskokaRegion.com

 Simcoe.com

 InsideHalton.com

 BramptonGuardian.com

 Orangeville.com

 GuelphMercuryTribune.com

 NiagaraThisWeek.com

 NewHamburgIndependent.ca

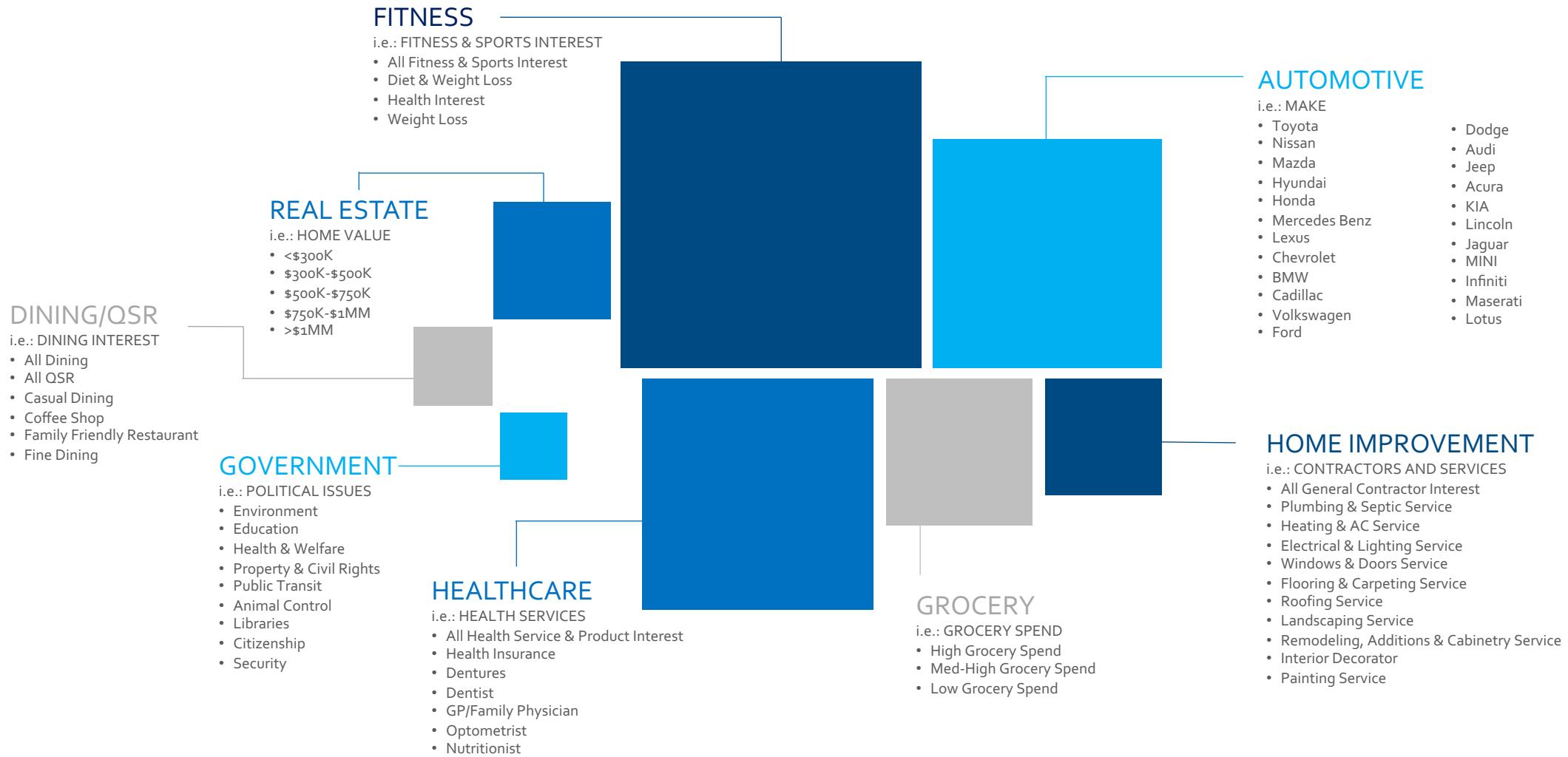
## AFFILIATED PARTNERS

 vertical scope

 AFK

 LeaseBusters.com

# Leverage 1,000+ audience segments



# Have we mentioned our obsession with data?

Tech and tools that guide us – and inform our approach for you. Plus – the human touch to look closely at what tech cannot.

NEWSROOM ANALYTICS



CONTEXTUAL TARGETING AND BRAND SAFETY

MOAT

BRAND LIFT, SENTIMENT & BENCHMARK REPORTING



GEOTARGETING AUDIENCE INSIGHTS

ENVIRONICS  
ANALYTICS

AUDIENCE REACH AND INTERESTS



We'd love to help you  
achieve your marketing goals

**CONTACT US**

[adinfo@thestar.ca](mailto:adinfo@thestar.ca)

416-367-2000 1-800-268-9304

**SPECS & DEADLINES**

[Specs & Deadlines](#)