



› TORONTO STAR ‹

Media Kit 2023

TORONTO STAR

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	M-F	475,000
	1,371,000	SAT	896,000
	1,053,000	SUN	731,000

Total weekly footprint

PRINT + DIGITAL

5,338,000

MONTHLY

UNIQUE VISITORS

7,040,000

MONTHLY

PAGE VIEWS

27,490,400



Audience Profile

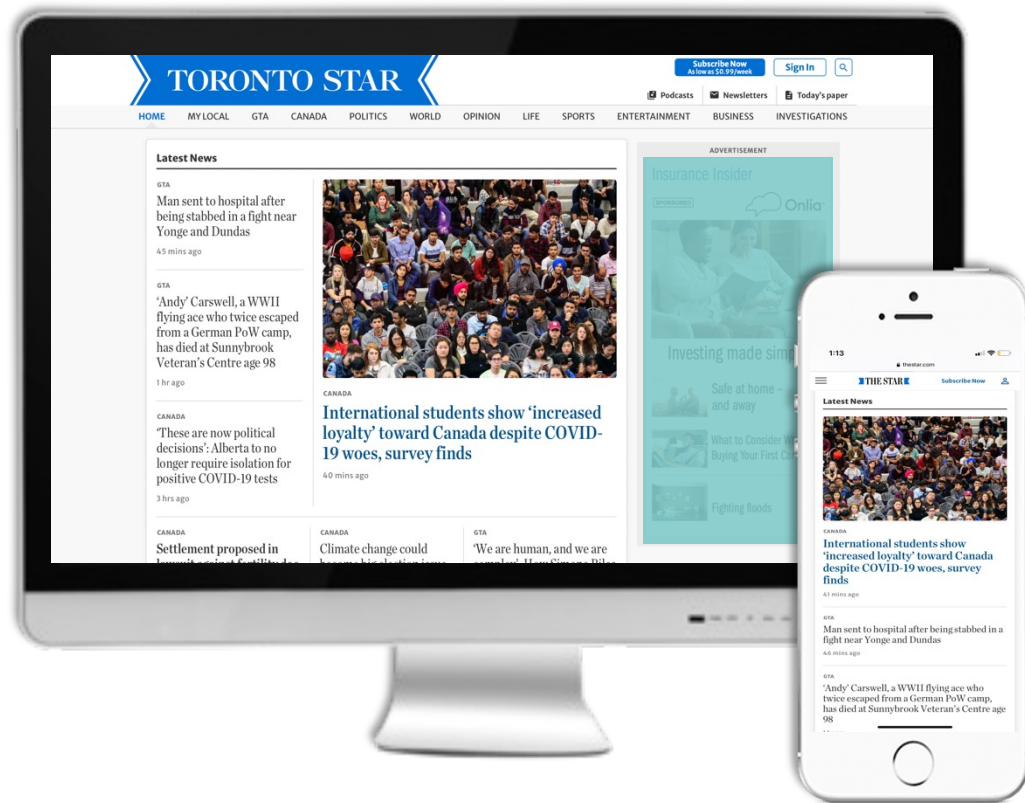
NATIONAL
Footprint
5,338,000
PRINT + DIGITAL



SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer

		000s	%	Index
Gender	Male	3,247	61	124
	Female	2,069	39	77
Age	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
Marital Status	Married/Living Together	3,224	60	98
	Single/Widowed/Divorced/Separated	2,114	40	103
Education	High School Graduate	960	18	71
	Some Post Secondary	1,474	28	78
	University Graduate+	2,853	53	143
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	Own	3,717	70	101
	Rent	1,621	30	99
Household Composition	3 or more People in HH	3,229	60	119
	Have Child(ren) < 18	1,956	37	126

Digital Profile

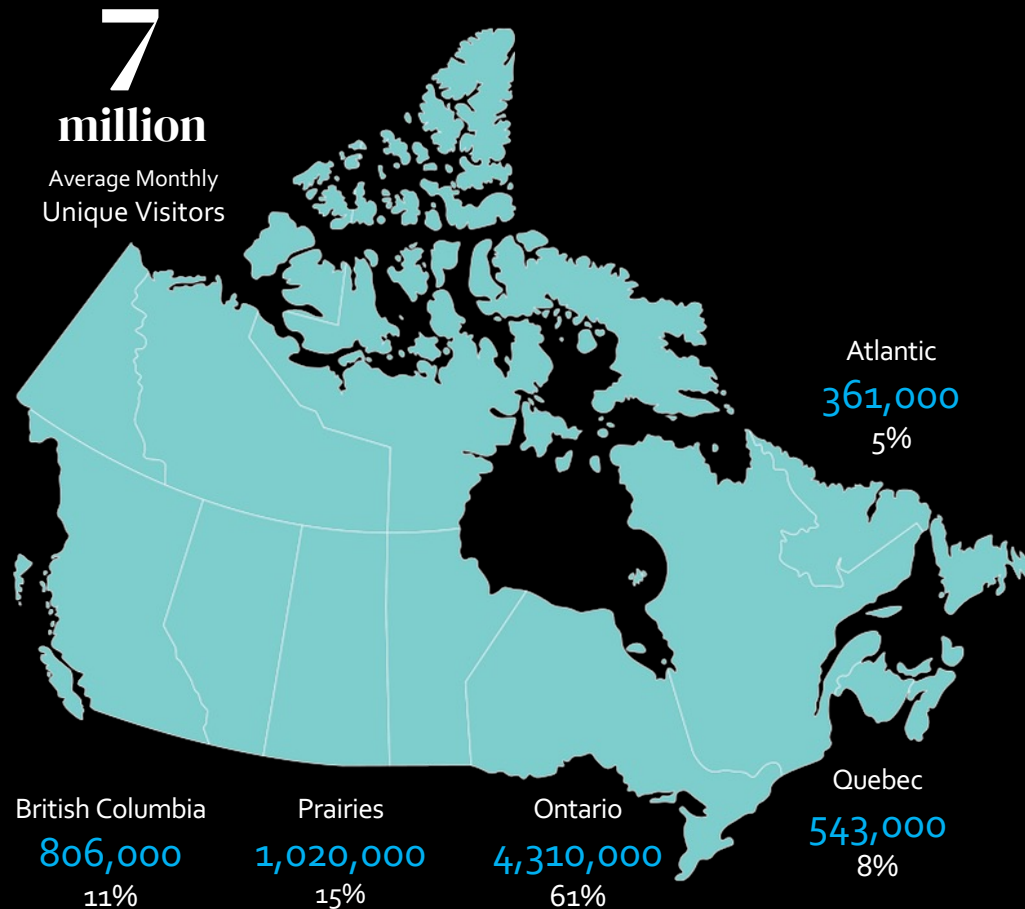


SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer

		000s	%	Index
Gender	Male	4,157	59	121
	Female	2,822	40	80
Age	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
Marital Status	Married/Living Together	4,167	59	96
	Single/Widowed/Divorced/Separated	2,874	41	106
Education	High School Graduate	1,291	18	72
	Some Post Secondary	1,923	27	77
	University Graduate+	3,740	53	142
Occupation	Managers / Professionals	2,716	39	146
	Other White Collar	678	10	123
	Clerical / Secretarial	563	8	81
	Blue Collar	760	11	98
	Self-Employed	513	7	113
Household Income	Less Than \$50,000	2,049	29	85
	\$50,000 - \$75,000	1,193	17	94
	\$75,000 - \$100,000	1,123	16	101
	\$100,000+	2,675	38	119
Own/Rent	Own	4,812	68	99
	Rent	2,228	32	103
Household Composition	3 or more People in HH	4,335	62	121
	Have Child(ren) < 18	2,767	39	135

National scale. Local perspective.

THE STAR



69%

MOBILE
Only

53%

DESKTOP
Only

38%

HHI \$100K+
(Index 119)

59%

MALE
(Index 121)

40%

FEMALE
(Index 80)

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



19%
Gen-Xers
(Index 90)



39%
Multi-Cultural
(Index 157)*



23%
Boomers/Seniors
(Index 60)



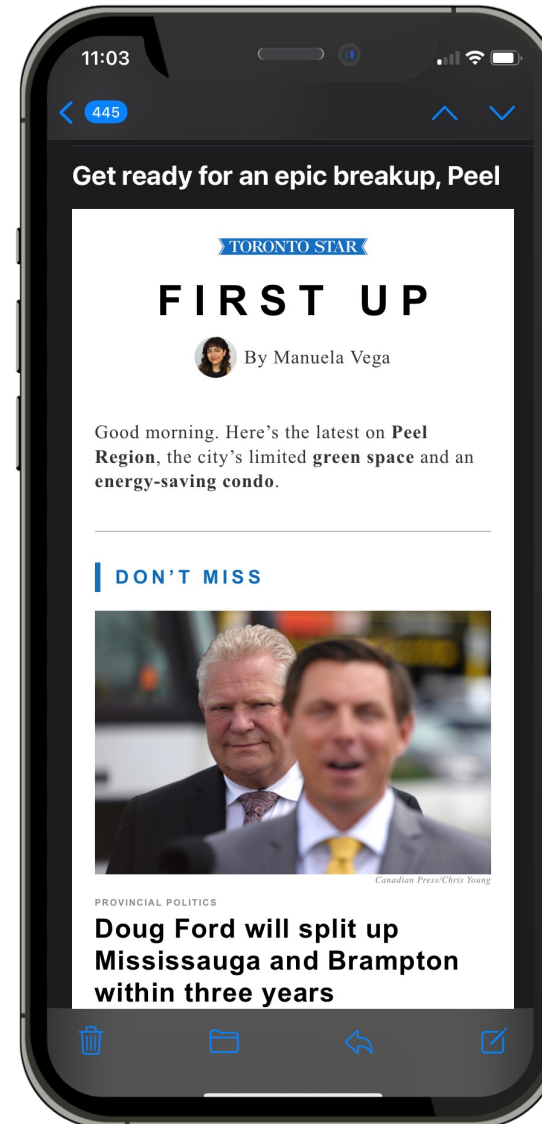
SOURCE: Vividata Spring 2023 Survey of the Canadian Consumer
*Belong to an ethnic background besides White/Caucasian

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.

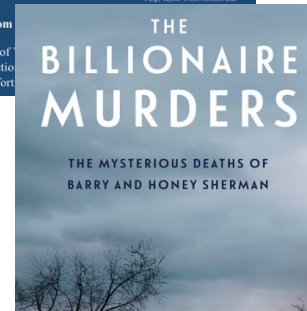
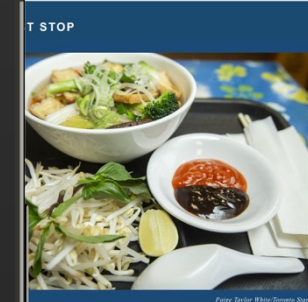
Listen to podcasts on thestar.com:
<https://www.thestar.com/podcasts.html>



TORONTO STAR 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 Street 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.



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">• News (includes TOgether)• Insight• Sports• New York Times*• New York Times Book Review*	<ul style="list-style-type: none">• News• Sports• Business (inc. Smart Money)• Living¹	<ul style="list-style-type: none">• News• Sports• Business• Culture	<ul style="list-style-type: none">• News• Sports• Business• Culture	<ul style="list-style-type: none">• News• Sports• Business• Culture (food focus)	<ul style="list-style-type: none">• News• Sports• Business• Culture	<ul style="list-style-type: none">• News• Business (includes Real Estate, Marketplace)• Sports• Culture (includes Books)• Insight• Living (includes Travel, Wheels, Style & Beauty)• Puzzles & Comics• Starweek*

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

¹Culture 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 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



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

THE KIT



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.

SCORE*Golf* 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, SCORE*Golf* is the voice of Canadian golf.

120,000 COPIES DISTRIBUTED NATION-WIDE

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

1.6 Million+ Digital Magazines distributed through email

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

Digital Opportunities Include

- Sponsored Content
- Newsletter Sponsorships

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

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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.

Total Weekly Distribution

48,000

13,500 subscriber
34,500 single copy

NYT SUBSCRIBER INDEX OVER AVERAGE

University Degree	39%	130
Mgmt Positions	8.4%	118
Avg. HHI**	\$145,200	114
Adults 25-54	48%	96

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).



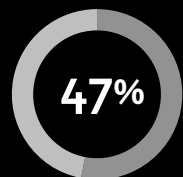
Reach a highly engaged audience through the Star's weekly TV listings magazine

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.

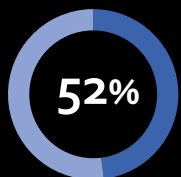
Starweek is available as an opt-in subscription and in single copy editions of the Saturday Star.

DEDICATED AUDIENCE:

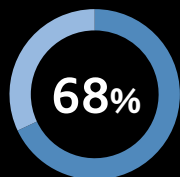
Star subscribers pay an extra \$1.00 to receive a copy of Starweek with their Saturday edition



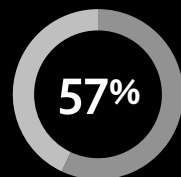
Adults 25-54



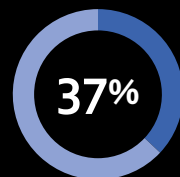
Adults 55+



Home Owners



Married/Living Together



University Degree

\$138K

Average HHI

Total Weekly Distribution

101,700

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

*e-paper not deduplicated from print subscribers



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

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

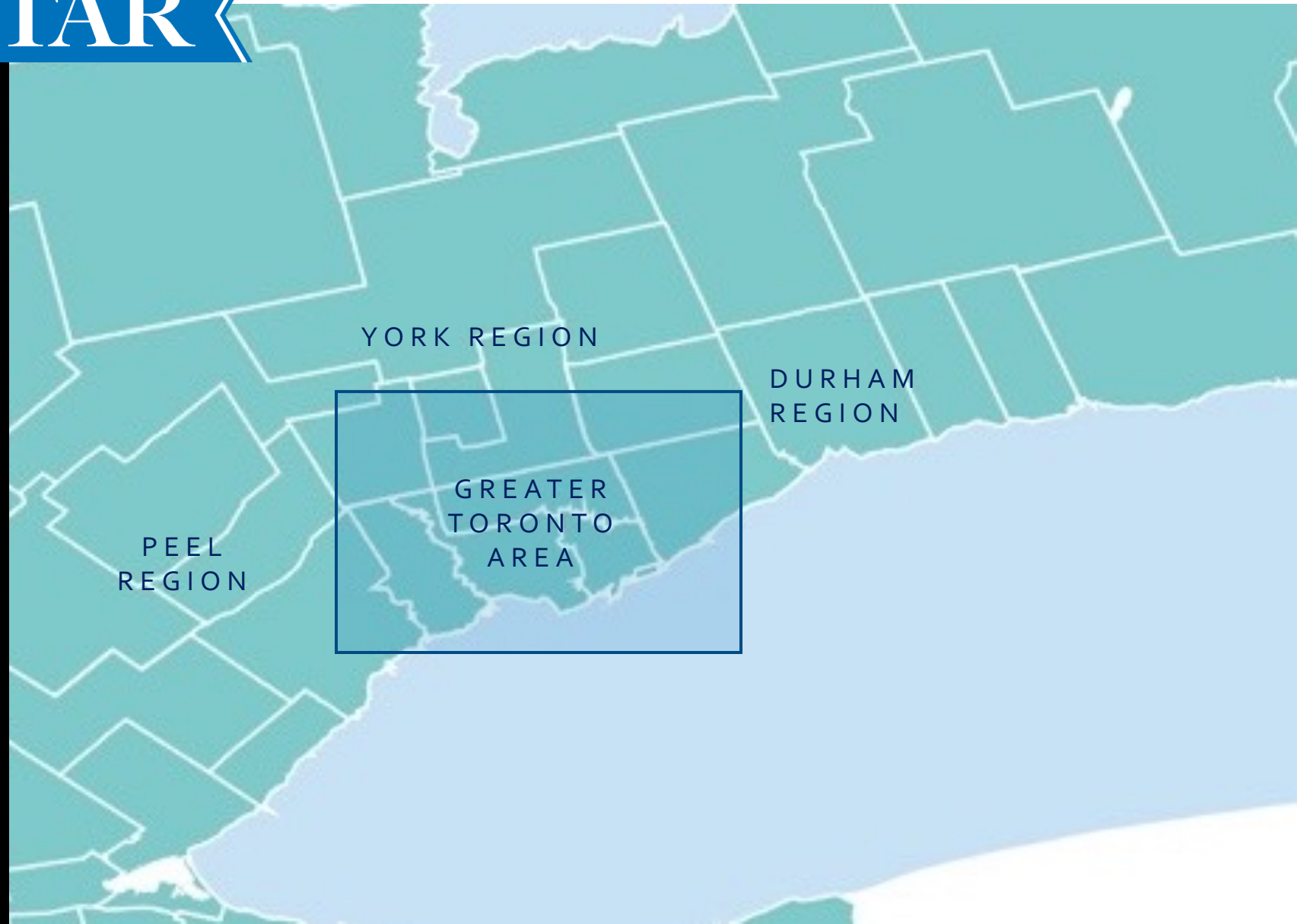
THURSDAY

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



REACH YOUR AUDIENCES - WHERE THEY ARE

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.



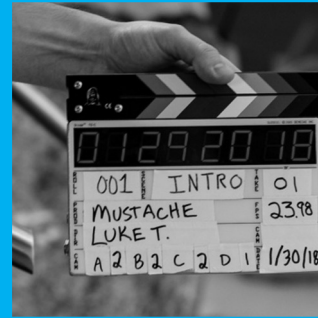
PRINT



DIGITAL



AUDIO



VIDEO

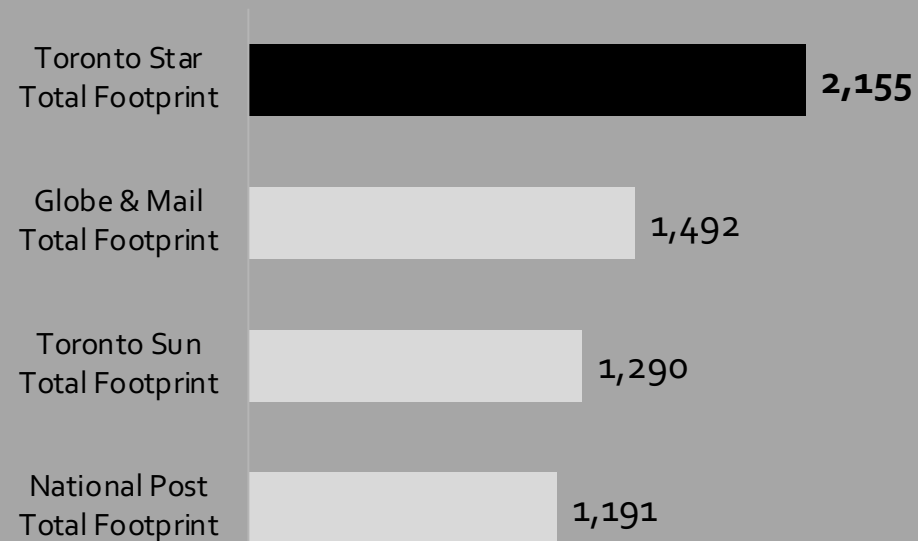


SOCIAL

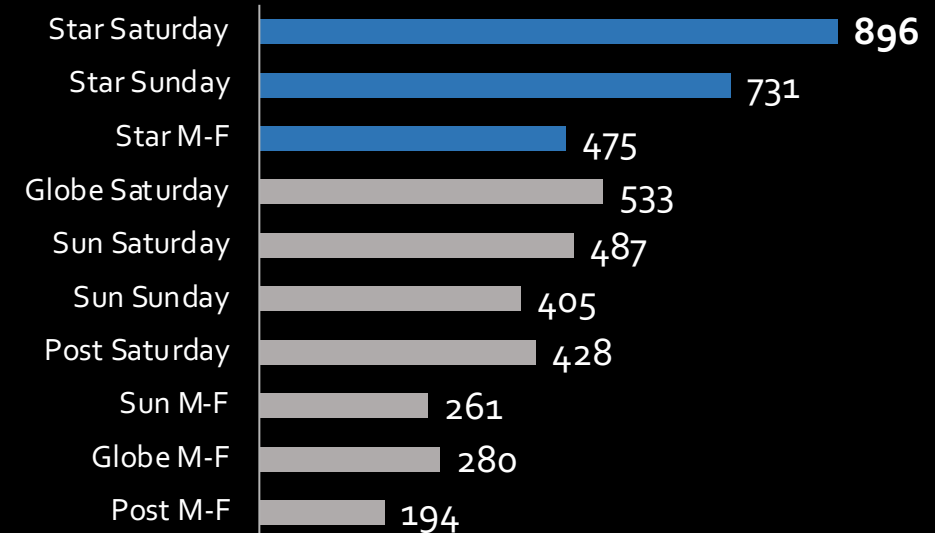
Dominant reach in the nation's largest city

Over a million readers every Saturday
Toronto CMA, Adults 18+ (000)

Engage with a Multiplatform Newspaper Brand Weekly Print/Digital Readership (Total Footprint)



Largest Daily Print Reach Average Issue Print Audience

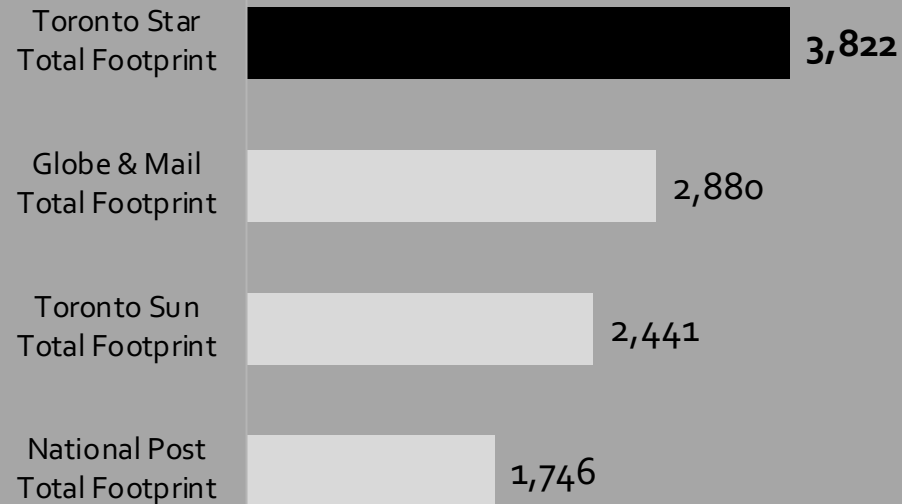


The province's most-read newspaper brand

Ontario, Adults 18+ (000)

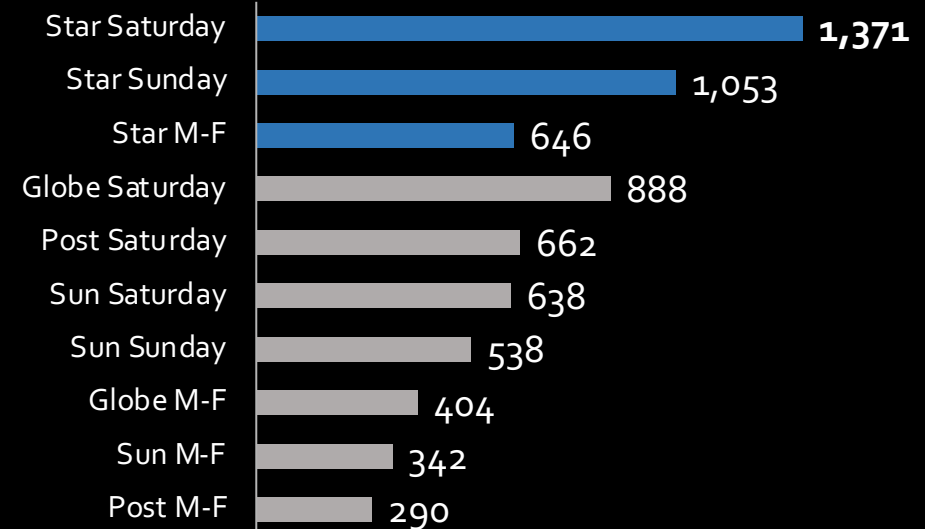
Engage with a Multiplatform Newspaper Brand

Weekly Print/Digital Readership (Total Footprint)



Largest Daily Print Reach

Average Issue Print Audience





› 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*	✓	\$10 CPM	\$6 CPM	\$5 CPM
Double Big Box	✓			
Leaderboard	✓			
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	Avg Est. IMPs	Rate	Avg Est. IMPs	Rate	Avg Est. IMPs	Rate	Avg Est. IMPs	Rate	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.



SUNDAY TO FRIDAY RATES

A-Section & Other Sections

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

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

*Special approval guidelines apply



SATURDAY

A-Section & Other Sections

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



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

*Special approval guidelines apply

Podcasts: Owned & Operated Shows

Show	Category	Genre	Hosts	Host Read	CPM Rate	Digital & Audio IMPs	Ads per show	Sponsorship Rate	Cadence
 This Matters	Editorial / Newsroom	News	Saba Eitizaz & Raju Mudhar	n/a	1-Month 1) Preroll + 1 st Midroll + display roadblock: \$14,300 2) Midroll 2 or 3: \$4,200	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)	Editorial / Newsroom	True Crime	Kevin Donovan	Yes	1-Month 1) Preroll + 1 st Midroll + display roadblock: \$8,400 2) Midroll 2 or 3: \$2,250	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	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: \$22,750 (1-month), 1 partner 2) Participating: \$12,650 (1-month), 1 partner	Year round, Weekly, Thursdays
 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: \$117,218 (1 partner), 12-weeks 2) Participating: \$45,900 (2 partners), 12-weeks	Weekly DOW TBD
 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 \$150,000 (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: \$183,200 (1 partner) 12-weeks 2) Participating: \$51,000 (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	
	Footy Prime	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: \$23,075 (1-month), 1 partner 2) Pkg Two: \$16,300 (1-month), 1 partner	4-5 eps per week	400+
	Millennial Minimalists	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: \$14,075 (1 partner), 12-weeks 2) Pkg Two: \$9,225 (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



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) = \$500 savings		\$4,000

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



New York Times Rate Card 2023

16 PAGE NYT NEWS BROADSHEET SECTION	TORONTO STAR	HAMILTON SPECTATOR + WATERLOO REGION RECORD
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
12 PAGE NYT BOOK REVIEW TABLOID SECTION	TORONTO STAR	HAMILTON SPECTATOR + WATERLOO REGION RECORD
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

#	Discount
6x	10%
13x	20%
26x	30%
52x	40%

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

An aerial night view of the Toronto skyline, featuring numerous illuminated skyscrapers and a dense urban grid. The image has a blue color cast.

› 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"> • Image: 330 x 172 px • Logo: 100 x 100 px • Headline: up to 34 characters • Body (300x600 only): up to 115 characters • CTA: up to 25 characters 	JPG, GIF, PNG	150KB	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
LARGE FORMAT							
Billboard	970x250	JPG, GIF, PNG, HTML5	150KB	Animation: max 3 loops	N/A	N/A	Site Served or Approved Third-Party Vendor
Interscroller	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
Static Wallpaper	Communities: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 Website Width: 1175px • Top Space with Leaderboard: 123px • Top Space with Billboard: 283px TravelAlerts: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1011px • Top Space with Leaderboard: 110px Wheels: Image Dimension: 1920x1400, 1860x1400 & 1540x1400 • Website Width: 1200px • Menu Bar Blocked Space: 90px (Details see wallpaper specification) Toronto.com: 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
RICH MEDIA FORMAT							
Rich Media Big Box	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
Rich Media Double Big Box	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
Rich Media Leaderboard	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
Rich Media Billboard	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
Rich Media Big Box - Media Gallery	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
Rich Media Big Box - In-Banner Video	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
Rich Media Interscroller	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
RICH MEDIA FORMAT							
Mobile Windowplay	Video: min 480x270 (16:9 ratio) Image: 540x608 (200KB max) Overlay logo: 252x240 (50KB max) <ul style="list-style-type: none"> • 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
Mobile Lookbook	Hero Image: 720x458 (200KB max) Logo: 110x24 (25KB max) Hotspots: 2-5 required <ul style="list-style-type: none"> • 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
Mobile Mainstage	Supported 4-8 images Image: 540x304 (200KB max) Logo: 60x48 (25KB max) <ul style="list-style-type: none"> • 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
Mobile Wrapper	Mobile Image: 1248x374 (1-2 images) <ul style="list-style-type: none"> • 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
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PROPRIETARY FORMAT

Social Display	Social Post URL	N/A	N/A	N/A	N/A	N/A	Site Served
Newsletter Ad	300x250 – high resolution files required	PNG recommended, JPGs accepted	50KB	N/A	N/A	N/A	Site Served
Newsletter Native Ad	Travel Newsletter Only 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

VIDEO FORMAT

Out-Stream Video (In-Article)	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
In-Stream Video (Pre-Roll)	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.



NOT
ACCEPTABLE
(logo on image)



ACCEPTABLE
(logo is part of
the shot)

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.

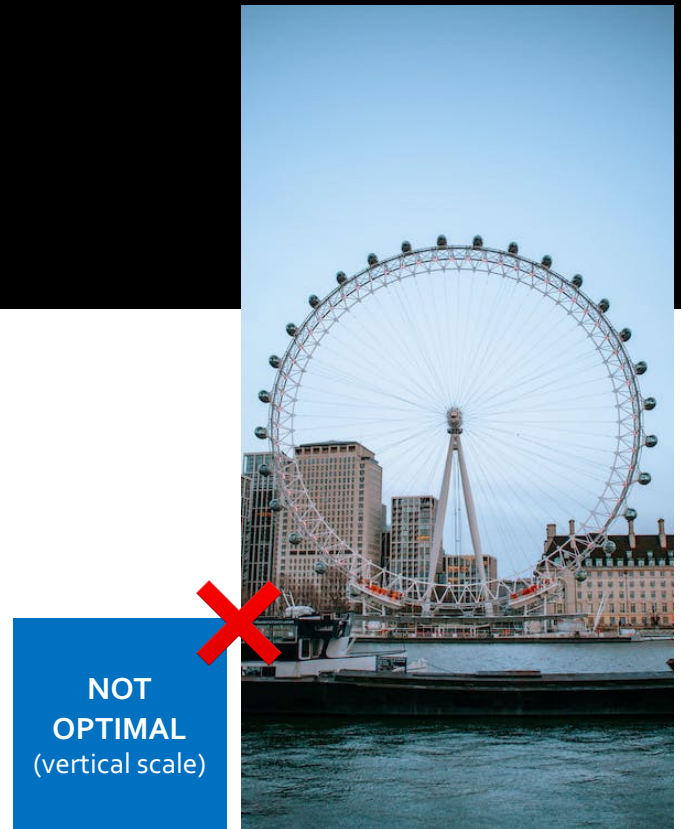
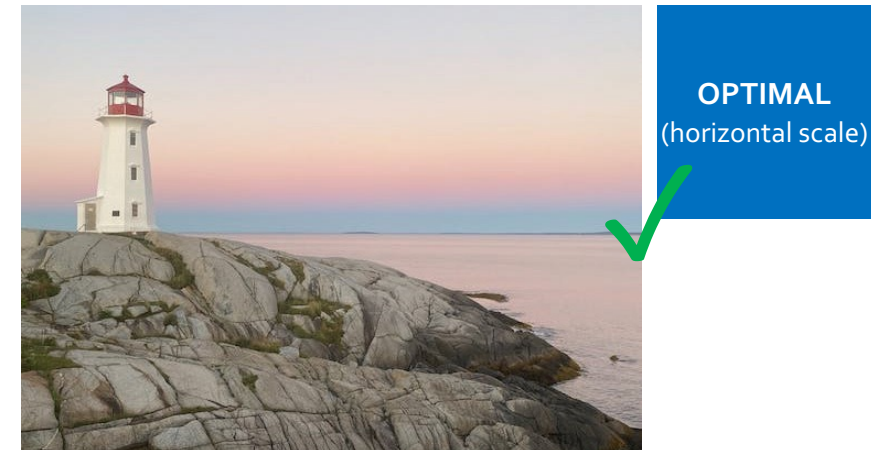


IMAGE LICENSING/USAGE RIGHTS

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

Native The Star & Dailies	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
Native Communities & RON	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. 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.

Daily Newspapers Standard Ad Details

Effective February 24, 2023

NEW!
[Link to
Anchor
Positions](#)

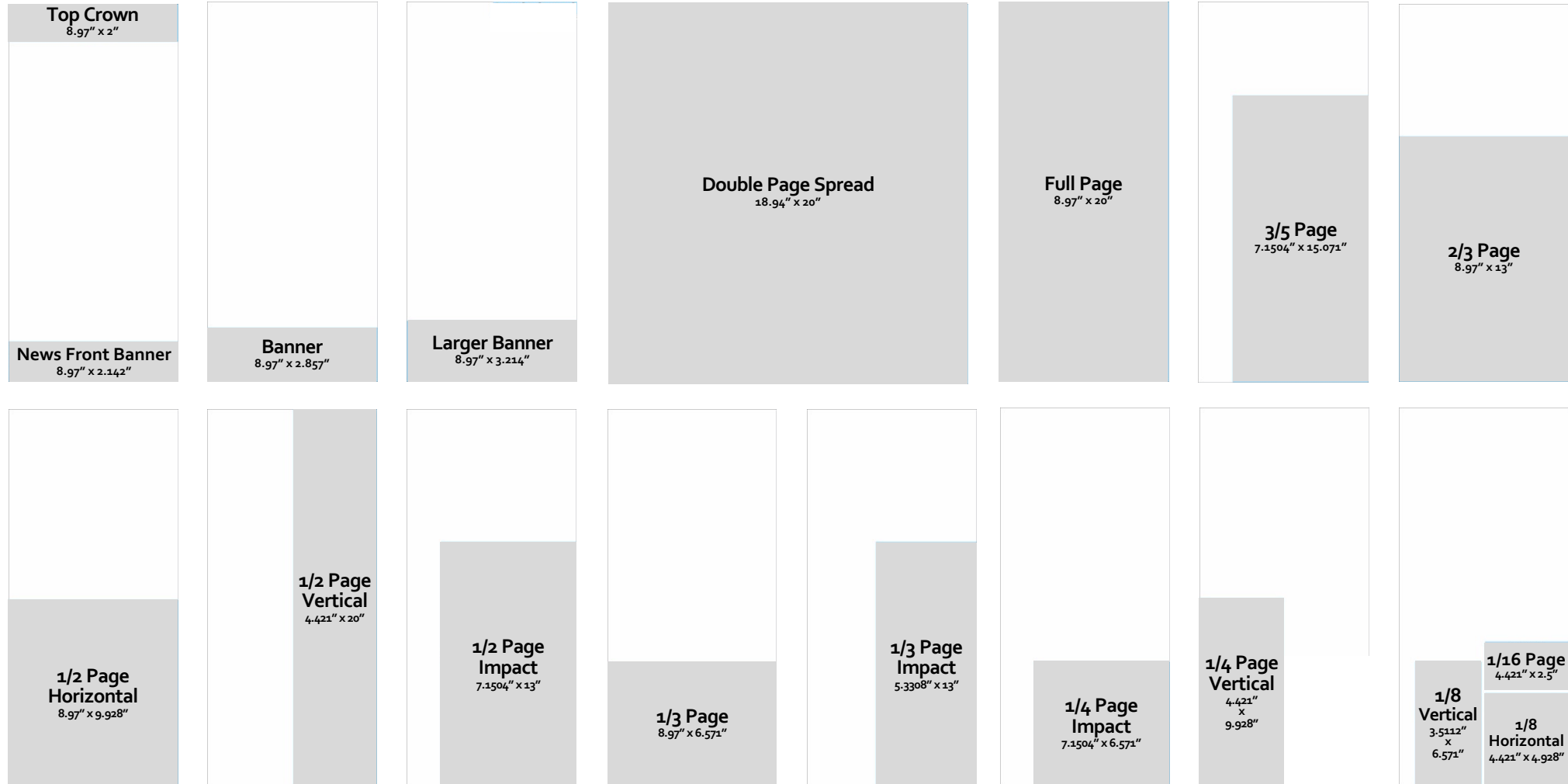
Ad Size Name	Specs (w x h)	HAMILTON SPECTATOR	NIAGARA FALLS REVIEW	PETERBOROUGH EXAMINER	ST. CATHARINES STANDARD	TORONTO STAR	WATERLOO REGION RECORD	WELLAND TRIBUNE
Top Crown*	8.97" x 2.0"	✓	✓	✓ ¹	✓	✓	✓	✓
News Front Banner	8.97" x 2.142"	✓ ¹	✓ ¹	✓ ¹	✓ ¹	✓ ¹	✓ ¹	✓ ¹
Banner	8.97" x 2.857"	✓	✓ ⁴	✓	✓ ⁴	✓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

¹ Ad size applies to A1 (Front page) only; ² Ad size applies to A2 (Page 2, Front section) only; ³ Ad size applies to A3 (Page 3, Front section) only; ⁴ 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



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

File Type	MP3, AAC, WAV
Ad Length	7s, 15s, 30s, 60s
File Size	20 MB maximum
Bit Rate	128kbps min. 196kbps recommended
Sample Rate	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

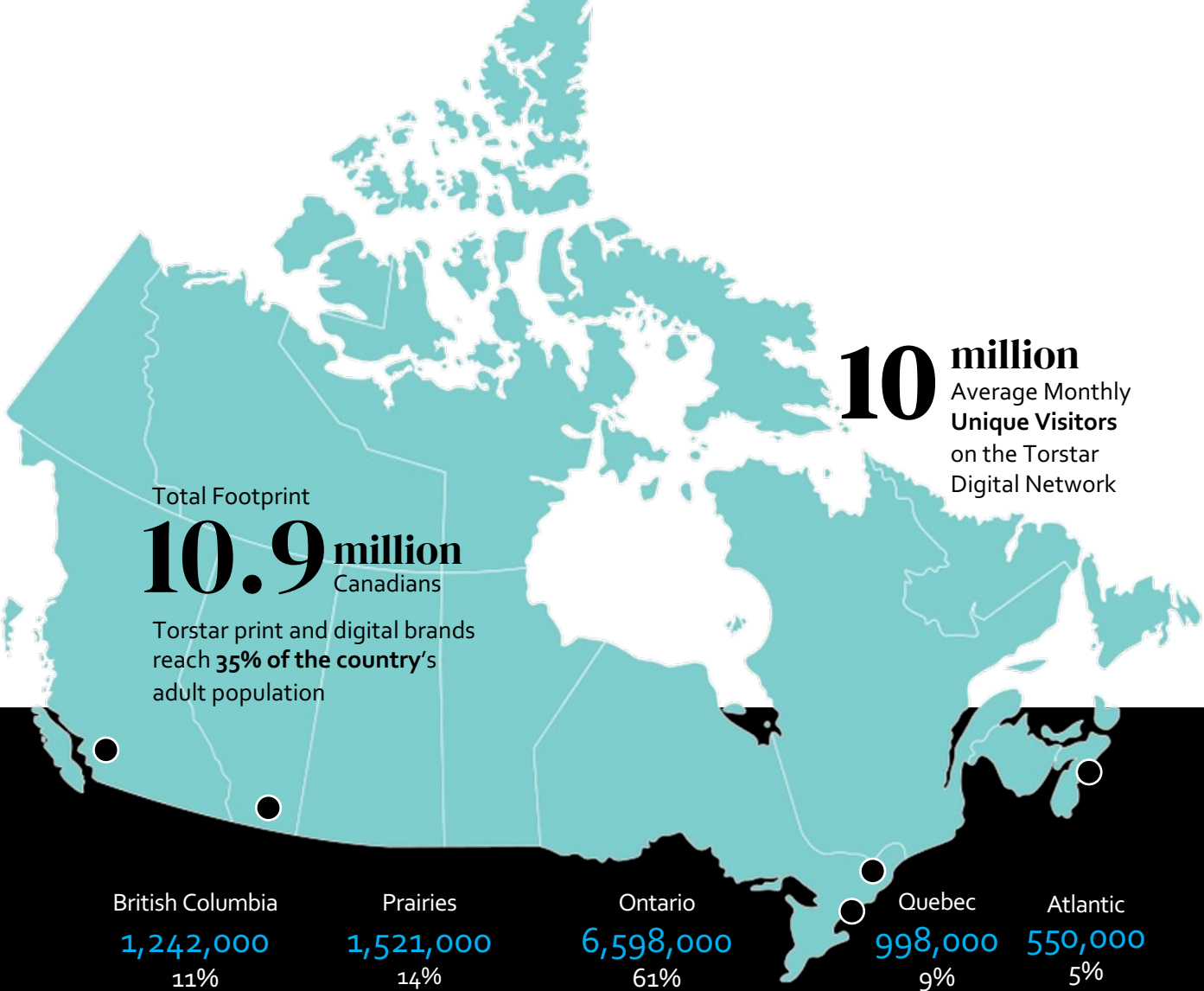
National scale. Local perspective.

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



REGIONAL NEWS



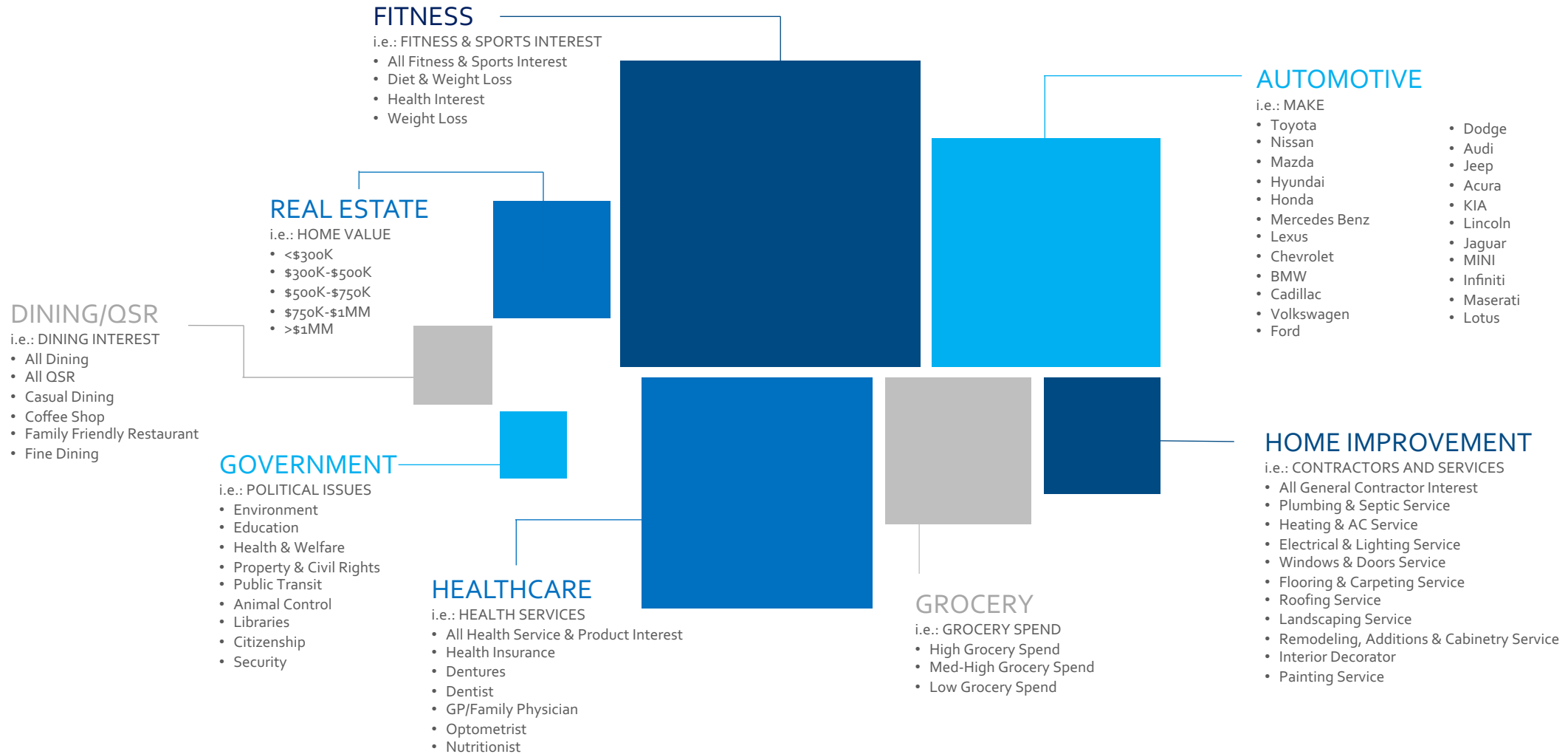
COMMUNITY NEWS



AFFILIATED PARTNERS



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.

RESULTS MATTER

NEWSROOM ANALYTICS



CONTEXTUAL TARGETING AND BRAND SAFETY

MOAT

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