

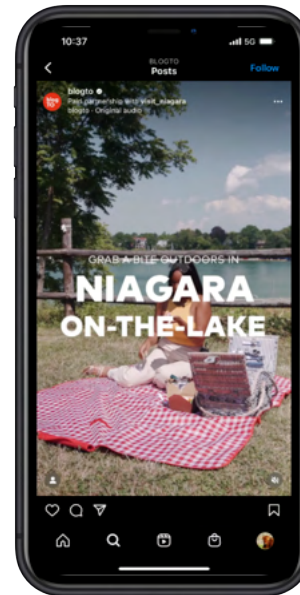
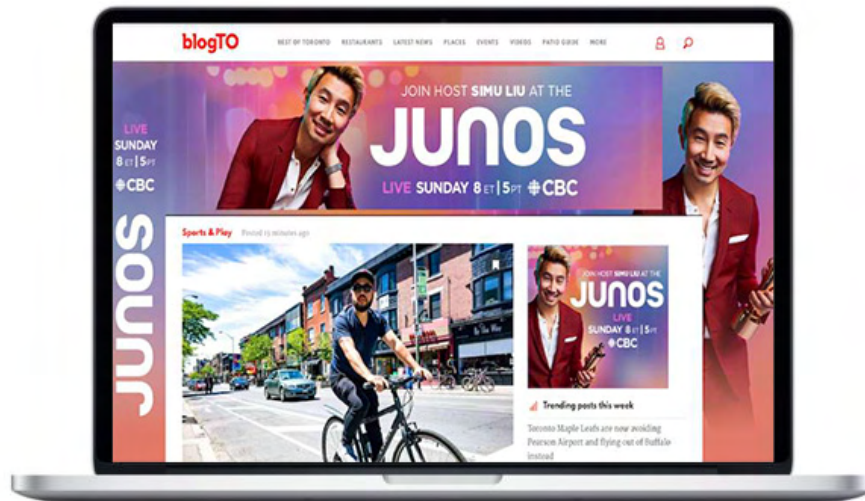
blogTO

Media Kit



With almost 25 million pageviews per month and over 3 million social followers, blogTO is Toronto's go-to source for local news, culture, events, restaurant reviews, and the very best the city has to offer.

Whether you want to reach foodies, fans, or fashionistas, blogTO has the latest take on whatever the city is talking about. Connect your brand to the conversation on the site or on social media with an array of custom and traditional advertising solutions.



2.4
MILLION
USERS PER
MONTH

6.4
MILLION
PVs PER
MONTH



859K



422.9K



715K

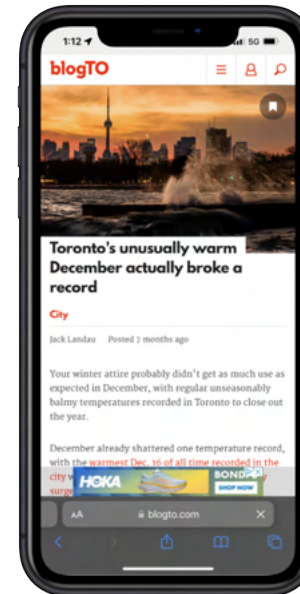


1 MILLION

GOOGLE ANALYTICS, JAN 1 - JUL 31, 2022. SOCIAL FOLLOWING AS OF AUG 1, 2022

DISPLAY & VIDEO

- Your campaign can be supported by display and video ads on blogto.com across any device.
- Display ads can be targeted to specific pages, sections, or run across the site.
- Vertical video ads run with blogTO's engaging, original video pieces on article pages and in a dedicated player.



2.4
MILLION
USERS PER
MONTH

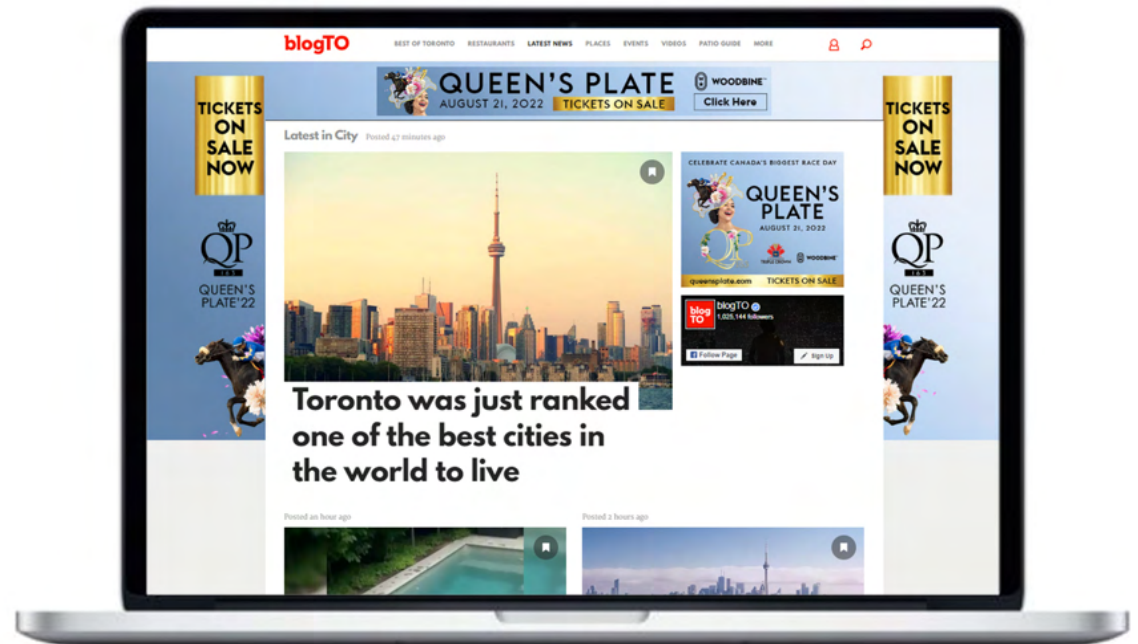
6.4
MILLION
PVs PER
MONTH

18
MILLION
VIDEO VIEWS
PER MONTH

SECTION TAKEOVER

Connect to your customers by wrapping the entire section of blogTO content that most aligns to your message. Takeovers can last for a minimum of one day and are available on:

- Homepage
- Best of
- City
- Arts
- Restaurants
- Real Estate
- Events
- Sports & Play
- Eat & Drink
- Travel
- Radar
- Fashion & Style



AD UNITS INCLUDE:

- 300px x 250px and 728px x 90px for desktop/laptop, plus 320px x 50px for mobile.
- 300px x 600px is included for the 'Best Of' section only.



SPONSORED CONTENT

Torontonians flock to blogTO to get advice on everything from the best pizza to the latest on Pride and TIFF. Sponsor the articles your customers crave with a sponsorship call-out, complete with a link to your site, and 100% of the ad units on the page.

FEATURING:

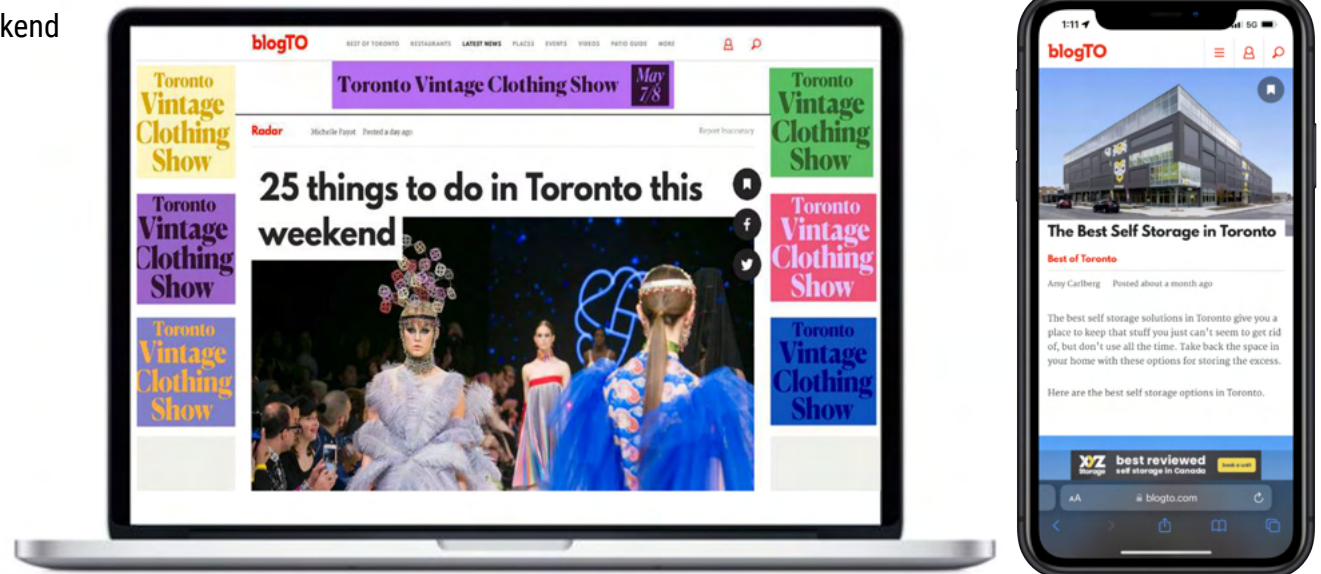
- Sponsorship mention at the top of the article page
- Homepage and social push to the article to drive traffic
- All on-page ad units (skin, 728x90, 300x250, 320x50)

PERFORMANCE:

- 70,000 guaranteed impressions
- 0.18% average click-through rate

POPULAR SPONSORED ARTICLES:

- 15 Things to Do in Toronto This Week
- X Hot New Restaurants to Try This Weekend
- 25 Things to Do this Fall in Toronto



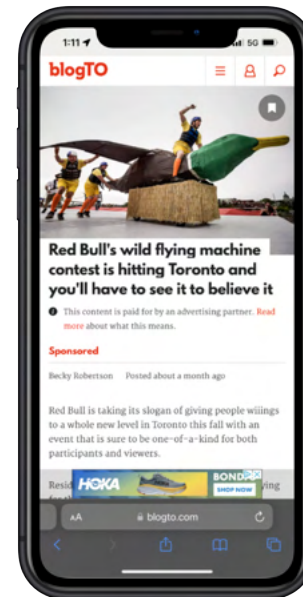
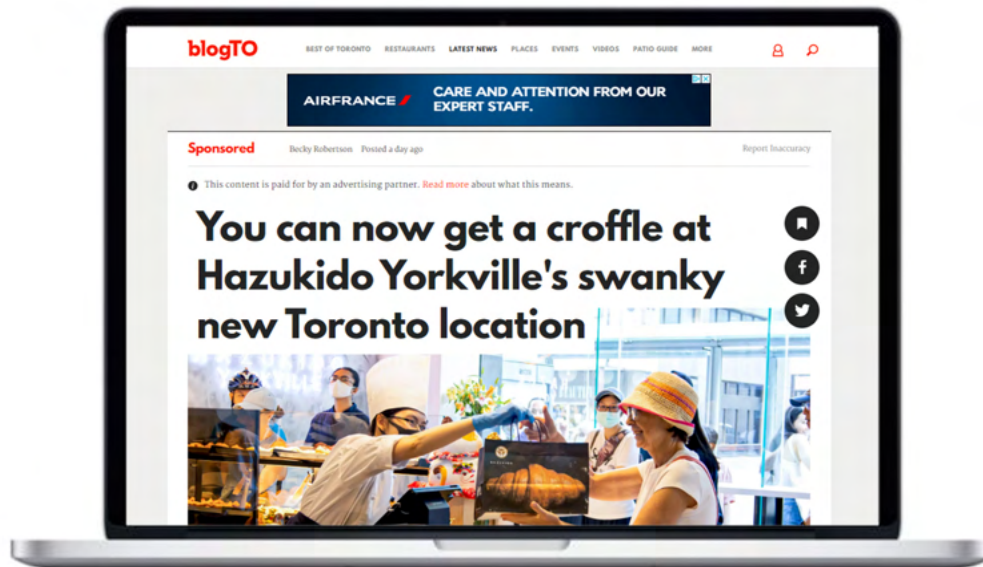


BRANDED EDITORIAL

Using the distinctive voice of blogTO, and harnessing the power of our social following, our writers can publish customized articles that do everything from launch your product, hype your event, or highlight your latest initiative. These pieces will feature your key brand messaging in a way that resonates with blogTO readers.

FEATURING:

- Expertly written content that presents your message in the style blogTO readers recognize
- Clickthroughs to the URLs you want customers to visit
- Your preferred photos either provided by you (and meeting blogTO editorial guidelines) or taken by a blogTO photographer
- Instagram, Facebook, and Twitter pushes to your article



Please ask your Sales Manager for further details on cannabis branded editorial.

CONTESTS

Who doesn't love winning! Excite blogTO readers and followers with the chance to win your product or service through a blogTO.com or Instagram contest.

blogTO.com CONTESTS:

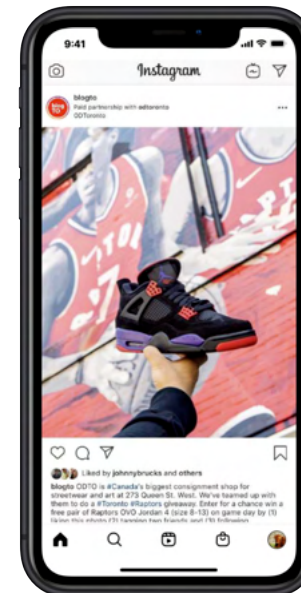
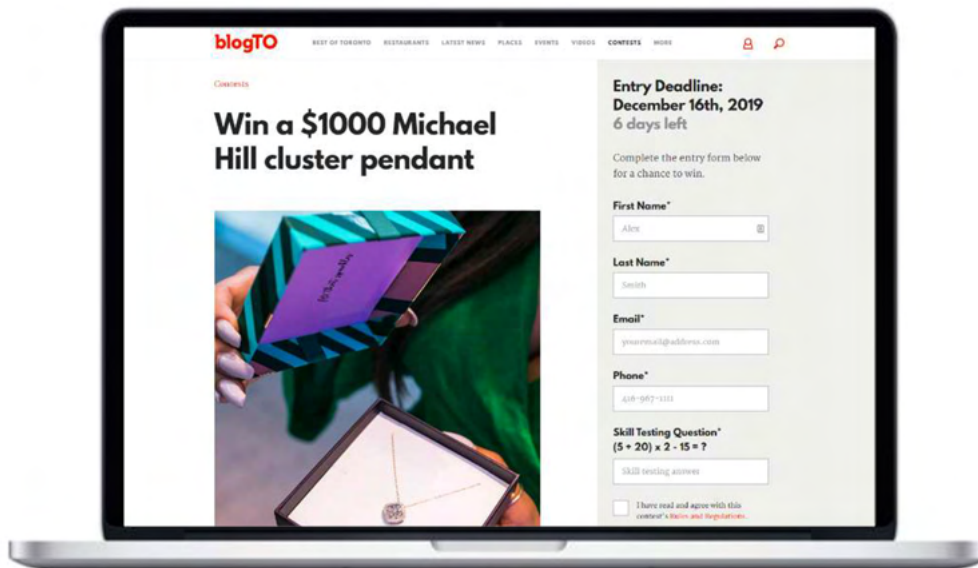
blogTO.com contests will receive social pushes to the entry page, a dedicated contest e-blast to 82,000 subscribers, as well as homepage presence

- Branded contest entry page
- Dedicated e-blast to all blogTO Contest subscribers
- Social support on Instagram Single Story Slide, Twitter, and Facebook
- Minimum prize value \$500
- Ability to upgrade with an Instagram post

INSTAGRAM CONTESTS:

Instagram contests are featured in-feed and will ask entrants to follow your account and tag a friend.

- Photo taken by blogTO photographer or supplied by you (pending editorial approval)
- Caption written in the blogTO style with your input
- Brand @mention and #hashtags included
- 'Paid Partnership with' tag will be used





NEWSLETTERS

blogTO's newsletters provide an opportunity to talk to your audience as they browse through blogTO's latest email.

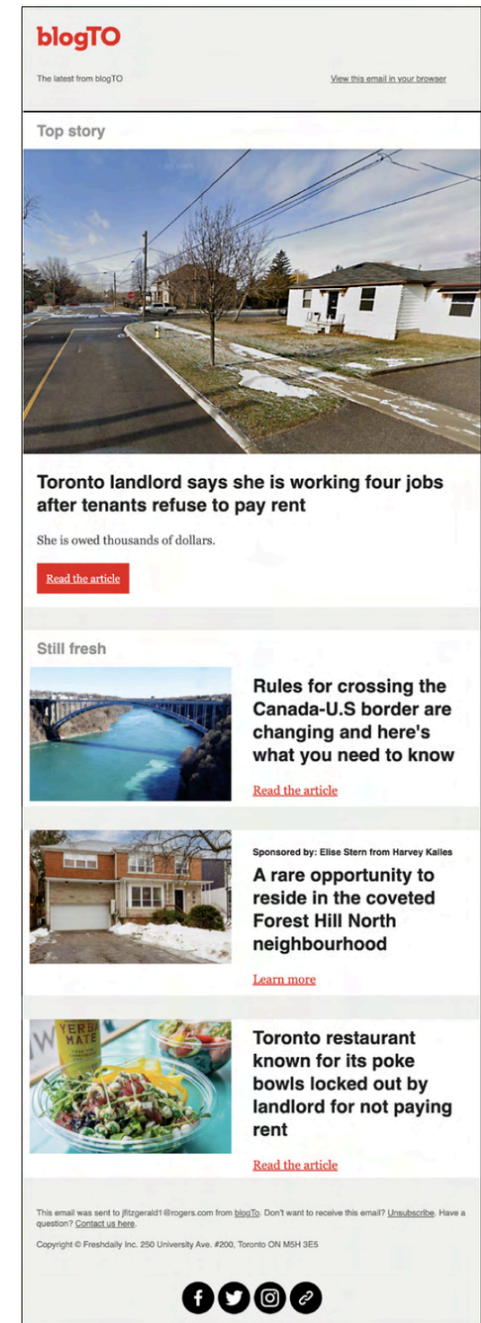
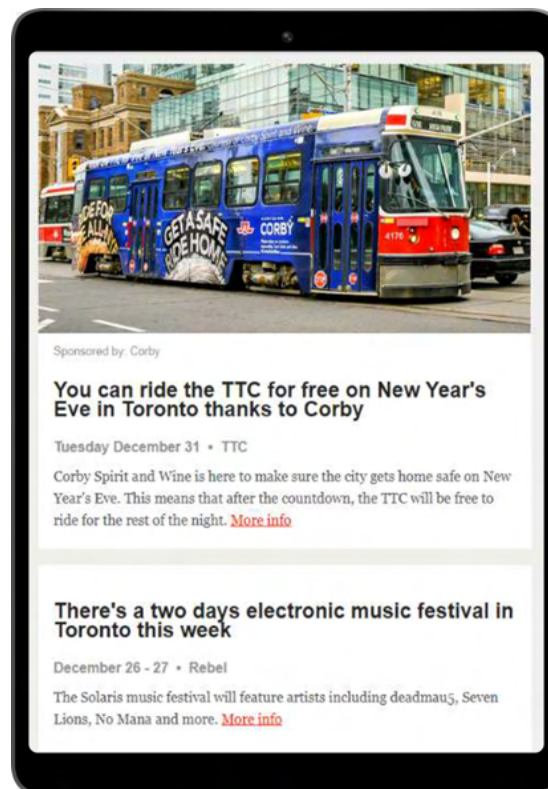
Whether it's the daily round-up of the top stories or the weekly check-in on the city's events, your image, a compelling call-to-action, and clickthrough URL will take customers directly to your site.

SUBSCRIBERS AND STATS:

- 87.6k daily subscribers
- 66k weekly event subscribers
- 82k contest subscribers
- 32% average open rate, 2% client click rate

FEATURING:

- 'Sponsored by' mention
- Your chosen image (pending editorial approval)
- Key messaging/call-to-action headline
- Clickthrough to your chosen URL



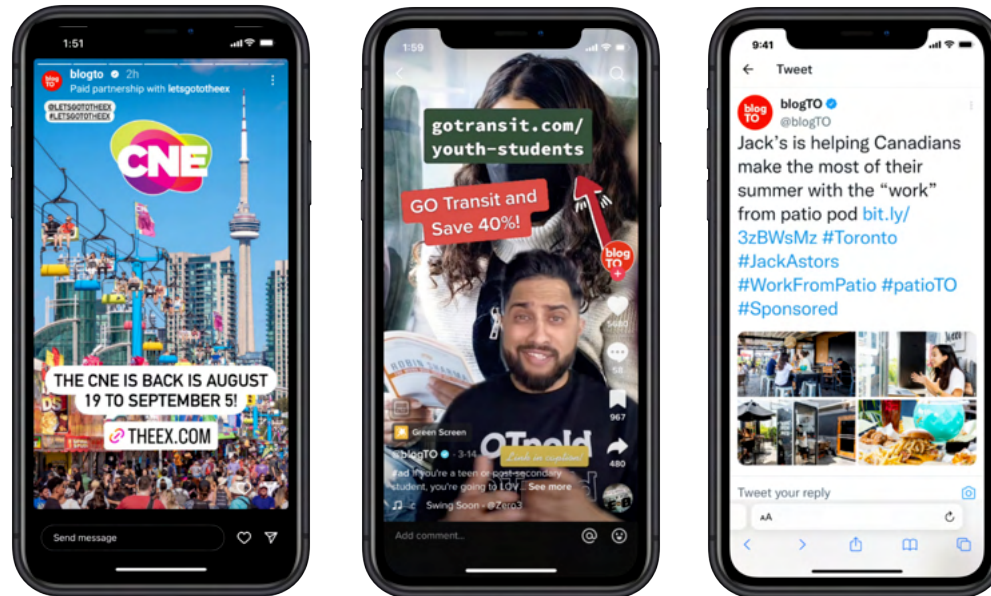


THE POWER OF SOCIAL

Whether you're all about the 'gram, addicted to Twitter, dancing to the latest TikToks, or catching up on Facebook, social media is a big part of our lives.

Canadians spend almost 2 hours a day on social media*. By tapping into blogTO's authentic and reliable voice on these must-check apps, advertisers can meet their customers where they are and be part of the day's trends.

Reaching over 3 million subscribers across these networks, blogTO's social team can ideate and create fantastic video and photography campaigns that put your brand front and centre.



859K



422.9K



715K



1 MILLION

*DIXON, J, SOCIAL MEDIA USAGE IN CANADA. SOCIAL FOLLOWING AS OF AUG 1, 2022



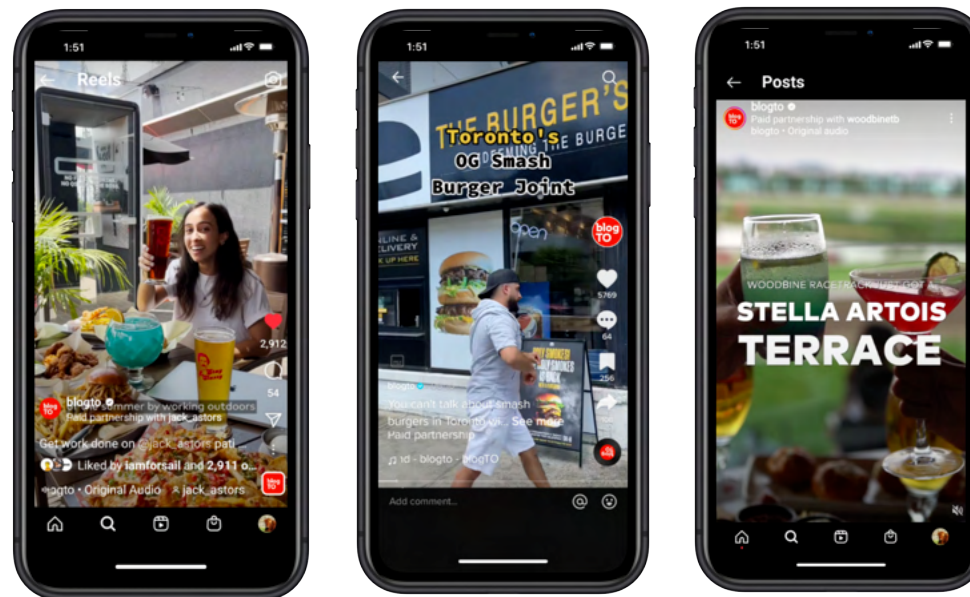
CUSTOM VIDEO

blogTO hosts and videographers know how to tell a story! Advertisers have the opportunity to tap into blogTO's successful video-making talent to create something about their brand that resonates with Torontonians.

Blending blogTO's insight into their over 3 million followers with your vision, we will create an engaging video that highlights your location, event, product, or service.

Video outlines will be created in advance of the shoot, incorporating your copy direction and the visuals you want to highlight. The final product can be posted on Instagram, Facebook, or Twitter, as well as on blogTO.com.

blogTO TikTok videos have a distinct look and feel that may be a perfect fit for your brand. Our team can produce a TikTok specific campaign that's sure to connect with your customers.



SOCIAL FOLLOWING AS OF AUG 1, 2022

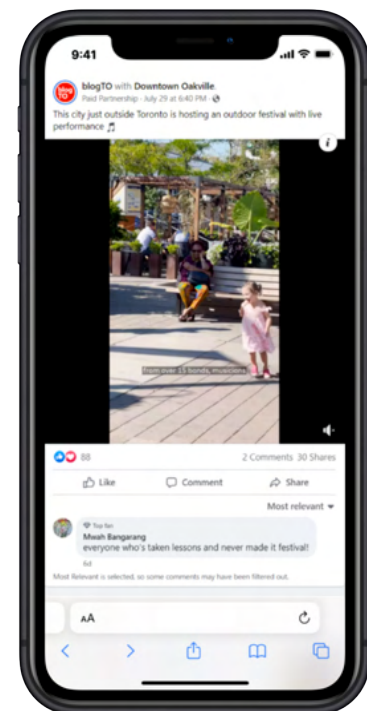
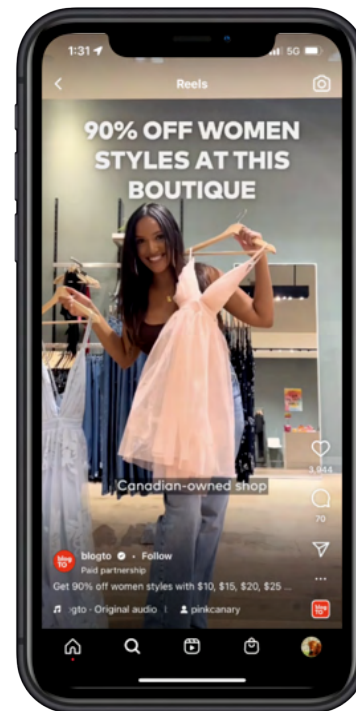
INSTAGRAM AND FACEBOOK VIDEO

Capture the interest of blogTO's Instagram and Facebook followers with a custom video that entices them to try out your product, visit your store, or come to your event.

Videos can showcase multiple products, dishes, or vendors in up to 3 minutes, while Instagram Reels at 58 seconds work best to highlight 1 or 2 ideas with quick cuts and a more fast-paced format.

FEATURING:

- An engaging host will combine blogTO best practices with your key messages and image direction to create a custom piece
- The opportunity for you to 'Boost Post' and increase engagement through the Facebook Handshake
- The ability to run the video across both networks and extend on to Twitter





STORIES, CAROUSELS AND POSTS

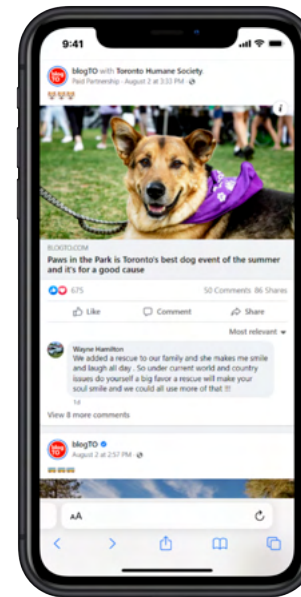
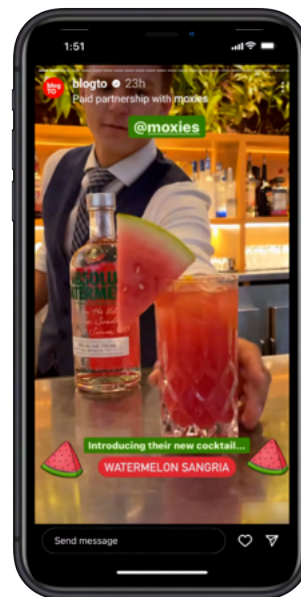
Wildly popular, Instagram Stories last for 24 hours and mix photos, videos, polls, countdown timers, and links. blogTO hosts can give followers all the details and drive followers to your event, sale, or location.

For in-feed posts, blogTO can post a single photo on Instagram or Facebook, or an Instagram carousel of up to 10 shots that feature your brand.

Keeping it short and sweet, Twitter posts efficiently extend your social presence in under 280 characters and can feature up to 4 photos..

DETAILS:

- Instagram Stories/posts and Facebook posts are shot by blogTO and Stories can be hosted
- Stories can be 6-10 slides long and include your #hashtags and @mentions. A single slide story with your provided image and a link to your event is also possible
- 'Paid Partnership' tag will be used on FB/IG, #Sponsored on Twitter
- Your photo can be used for Twitter posts with editorial approval



TIKTOK

blogTO is a TikTok powerhouse, quickly attracting over 400k followers who love the irreverent take on all the city has to offer. You can get in on the action through hosted TikTok videos or jumping on the latest viral trends that connect with your customers.

FEATURING:

- An engaging host will combine blogTO best practices with your key messages and image direction to create a custom piece
- 'Paid Partnership' tag used
- Boosting opportunities to increase reach
- Green screen video format available
- @mentions and #hashtags included in caption

