

**now.**

**TABIA - Preferred Rate Card**



# now.

The most go-to trusted and credible source for everything Toronto, covering news, events, culture & lifestyle, and real estate for over 40 years.



1.67M

monthly readership

470K+

total  
social  
following



6.8M

monthly  
video  
views



7.3M

monthly  
impressions

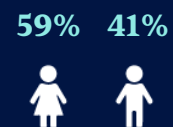
# Social now.

@nowtoronto



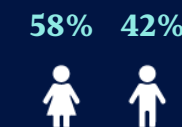
97.5K

93.9K+  
weekly reach



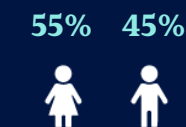
47.9K

157K+  
weekly reach



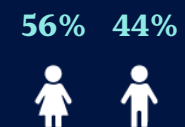
63.3K

1.3M  
weekly reach



17K+

N/A  
weekly reach



215.8K

125K+  
weekly reach



10K

N/A  
weekly reach



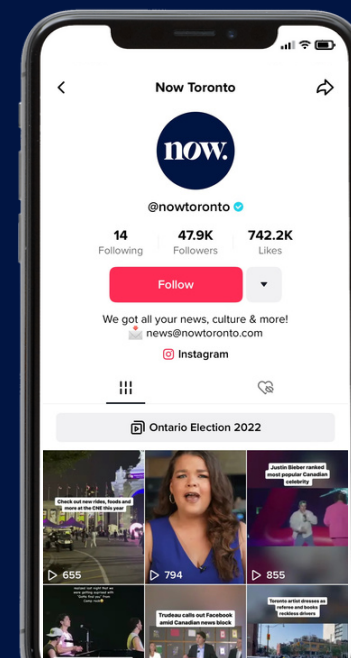
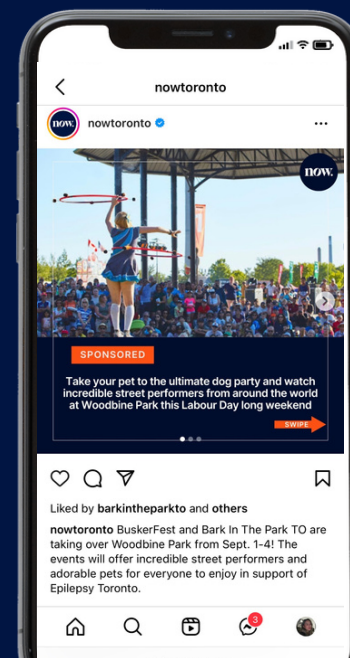
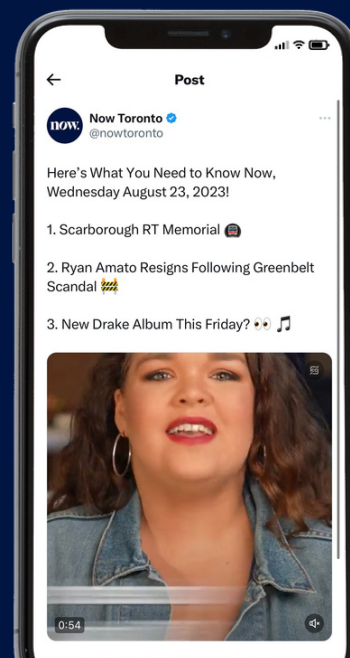
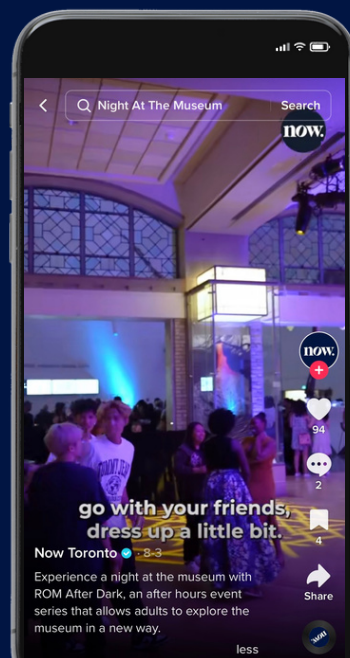
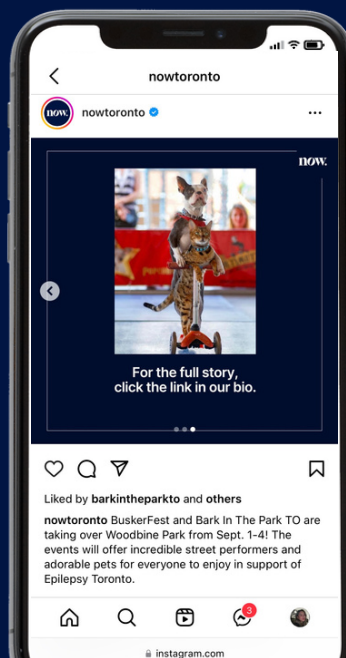
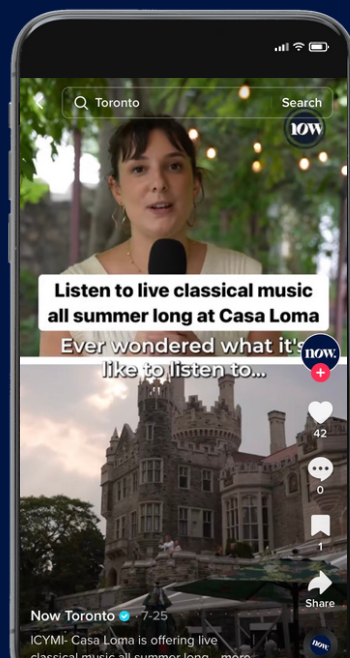
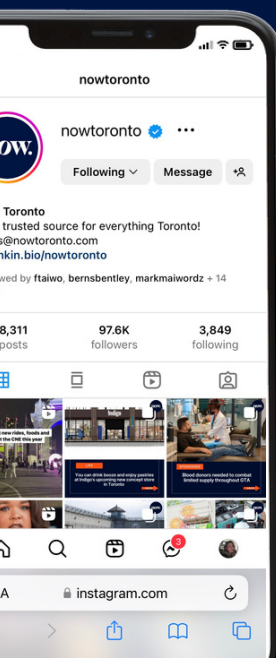
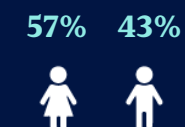
1.5K

N/A  
weekly reach



760K

176K  
weekly reach





# Connect now.

## Our audience ages

28%

25-34

20%

35-44

16%

45-54

14%

55-64

13%

18-24

9%

65+

**50%**  
< 45 yrs. old

51%



49%





Connect with  
Canada's influential  
professionals

30%

managers  
owners  
entrepreneurs

41%

business  
professionals

10%

tech  
industry

15%

skilled  
labour



74%



26%

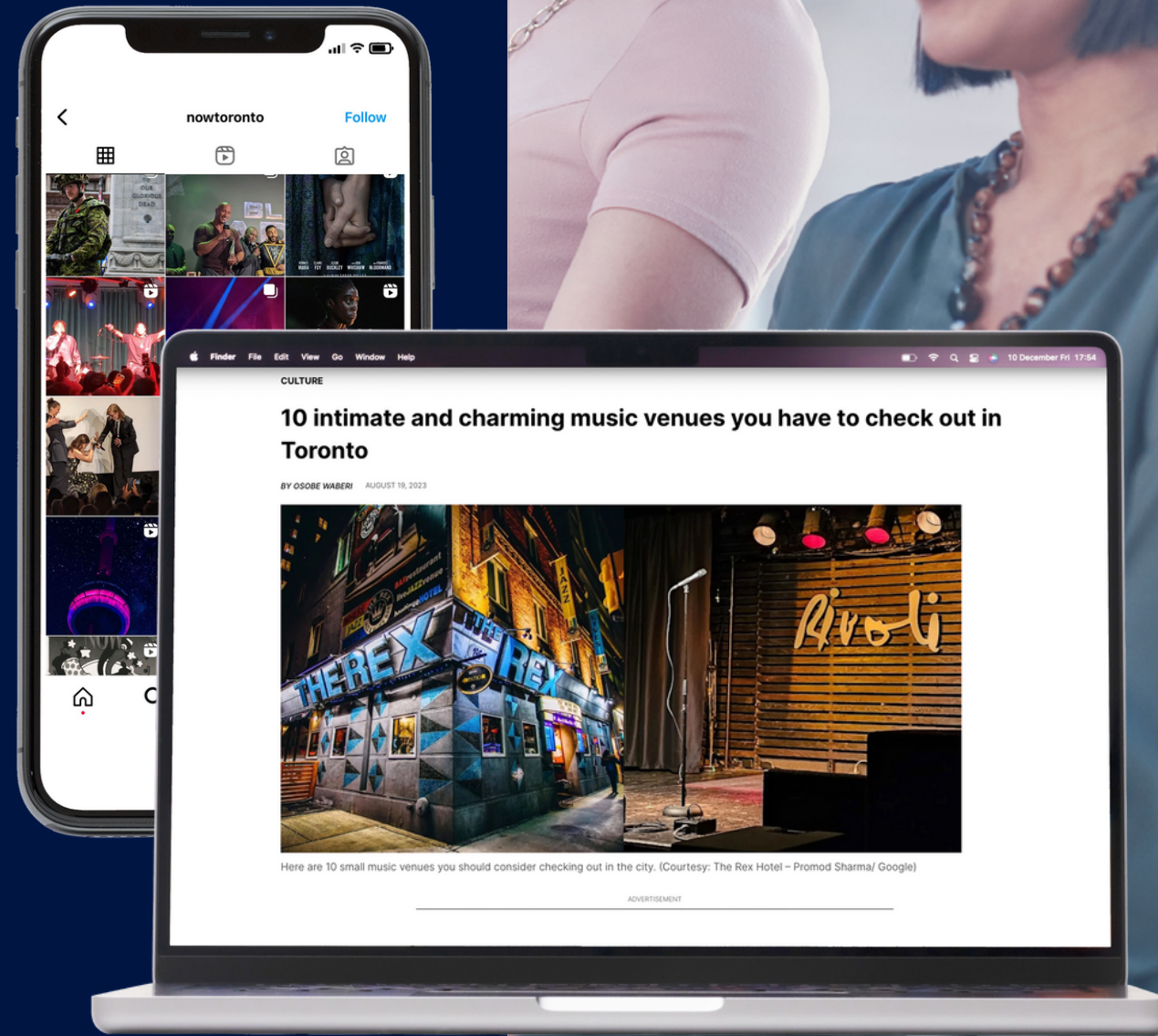


3 top cities

1. Toronto
2. Mississauga
3. Vaughan



# Content now.



Content will be produced by our production and content studio.

Our team of editors, videographers, designers and campaign managers are here to create engaging content around your brand and key messages and deliver high performing campaigns.



# Channel now.

SPONSORED  
CONTENT

SOCIAL  
VIDEOS+POSTS

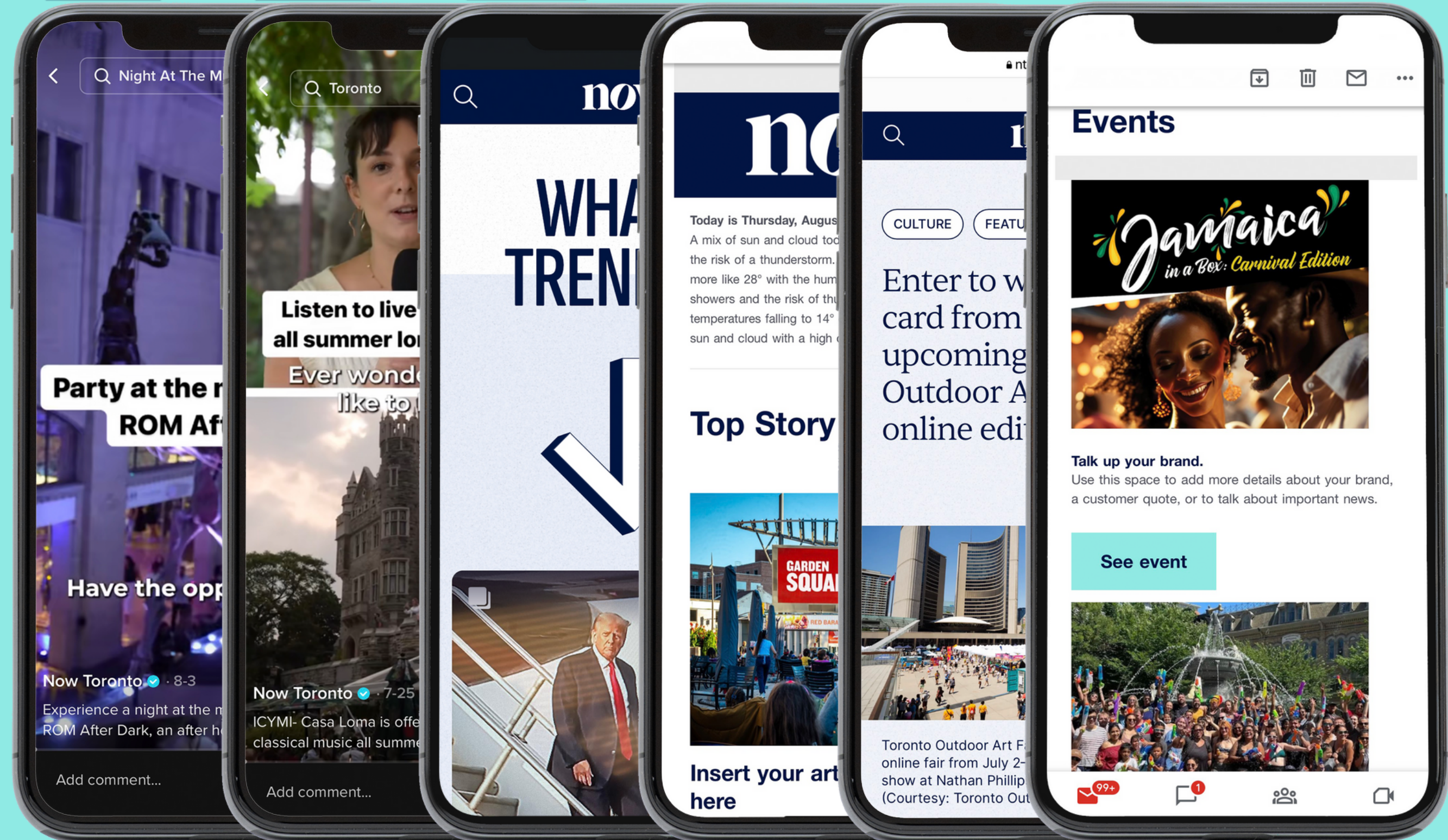
MORNING  
UPDATES

WEEKEND  
ROUND UP

DISPLAY+WEBSITE  
TAKEOVER

CONTEST+  
NEWSLETTER

CUSTOM





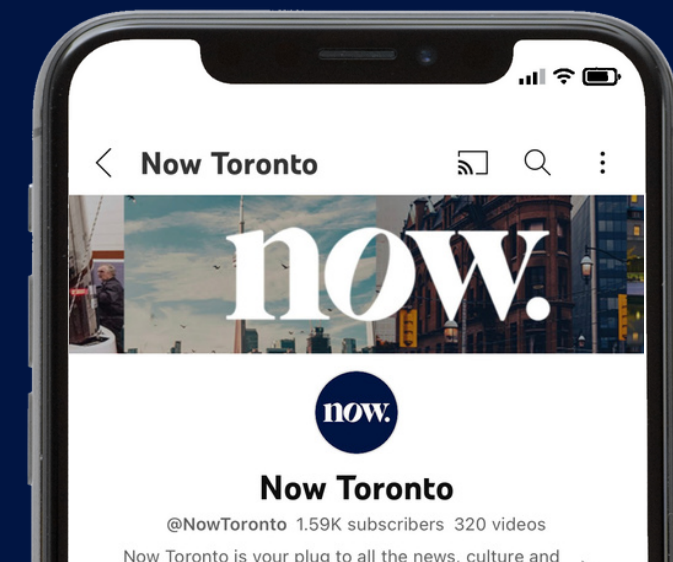
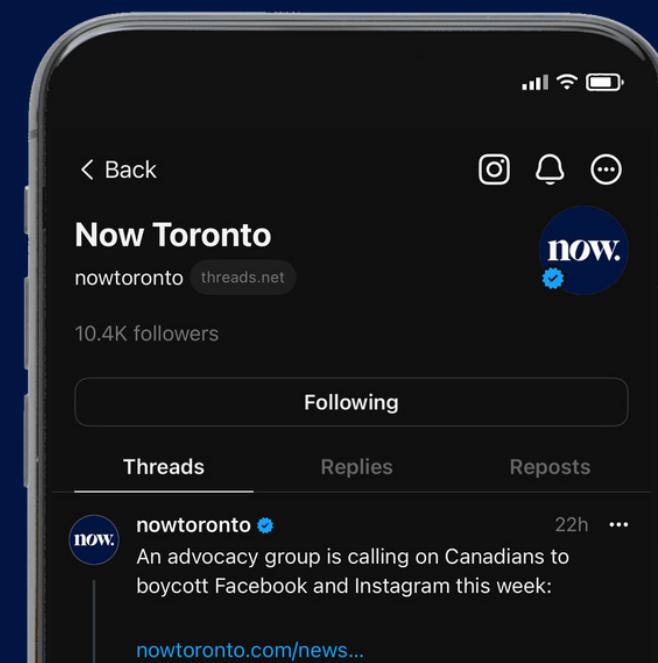
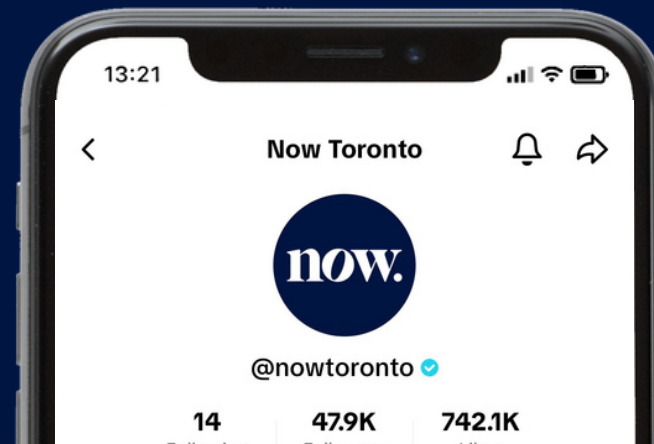
# Neighbourhood Series

# now.

The goal of this series is to continue putting this amazing city on display with a focus on telling stories from the community level!

All the content will be featured across our home page and **live in a dedicated section on nowtoronto.com** so that each new article or video will bring more traffic to the page.

This series will highlight local businesses, communities the culture of each neighbourhood. **It will also feature editorial content opportunities.**

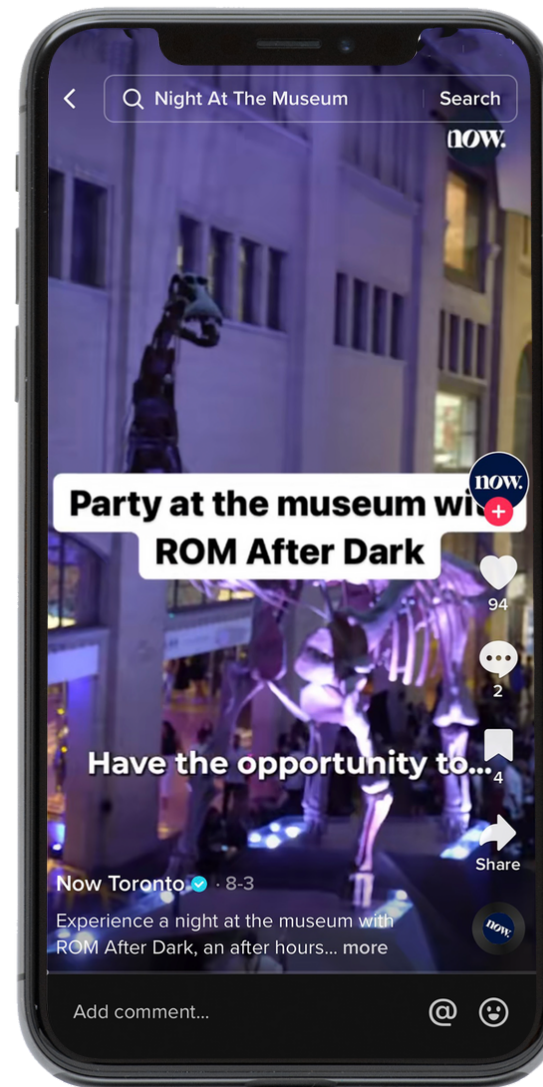




## SPONSORED CONTENT

### Description

Highlight article or listicle to communicate BIA priorities, highlight local businesses and the culture of the neighborhood



now.

### Inclusion per package

- **Highlight article (up to 500 words)**
- 1 Revision and round of edits
- Sponsored tag
- **1,500 Guaranteed reads**
- Shared across all our social channels, in-feed and story where available
- Premium native article placement on nowtoronto.com
- Newsletter share

Estimated Impressions **700K+**

Investment **\$1,500**

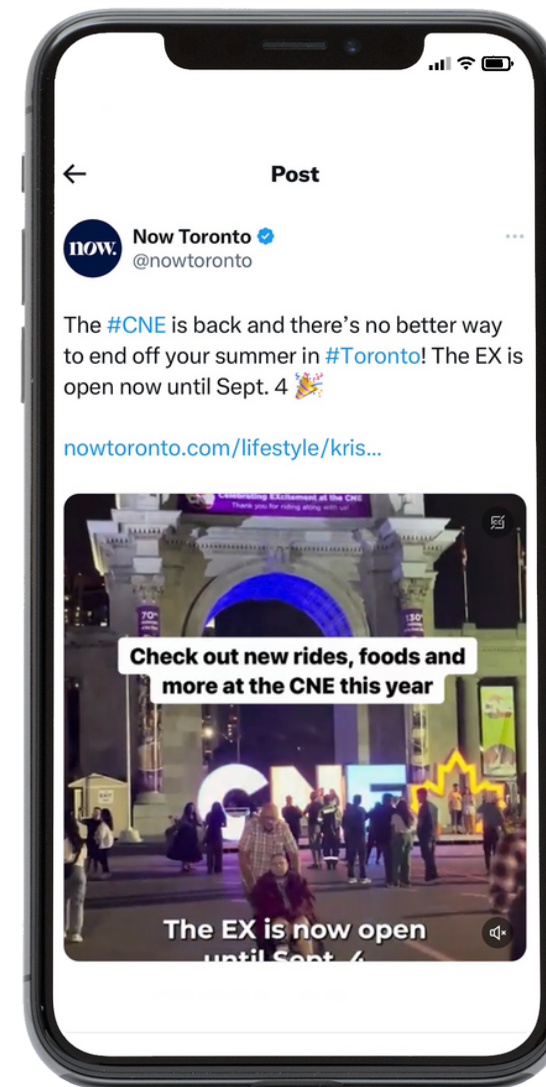
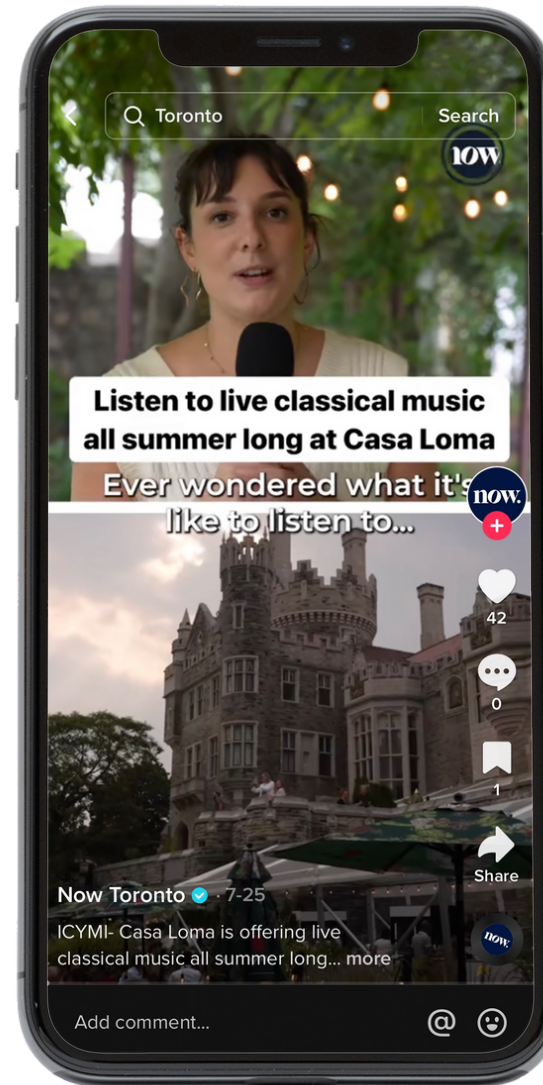




## SOCIAL VIDEOS+POSTS

### Description

Leverage video storytelling to communicate BIA priorities, highlight local businesses and the culture of the neighborhood through an onlocation or experiential report.



### Inclusion per package

- **1 Mini Video Report (up to 1 minute)**
- 1 Round of revision and edits
- **5K+ Guaranteed video views**
- Sponsored Tag
- Shared across all our social channels, in-feed and story where available
- Premium native article placement on nowtoronto.com
- Newsletter share

Estimated Impressions **700K+**

Investment **\$3,500**

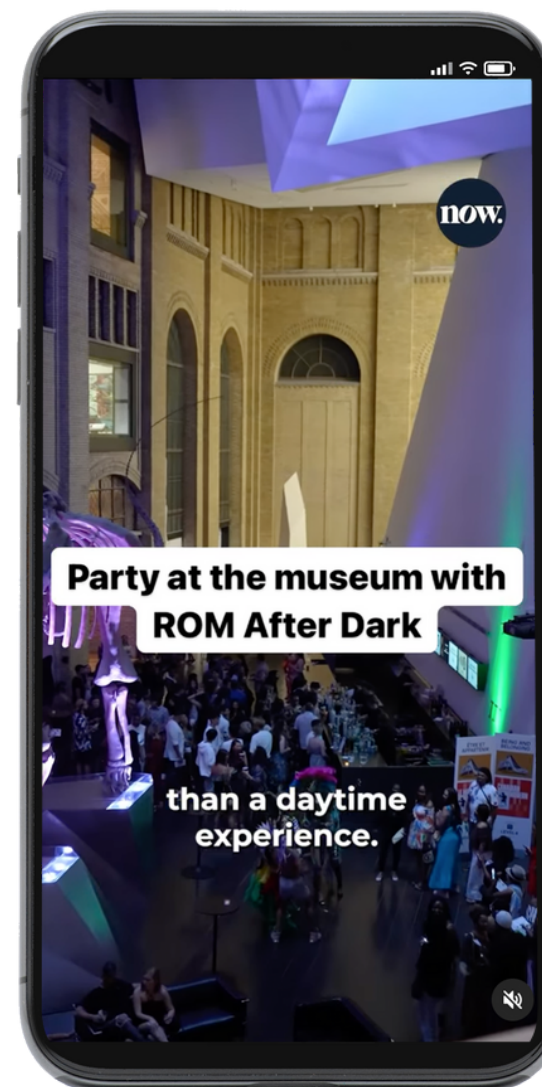
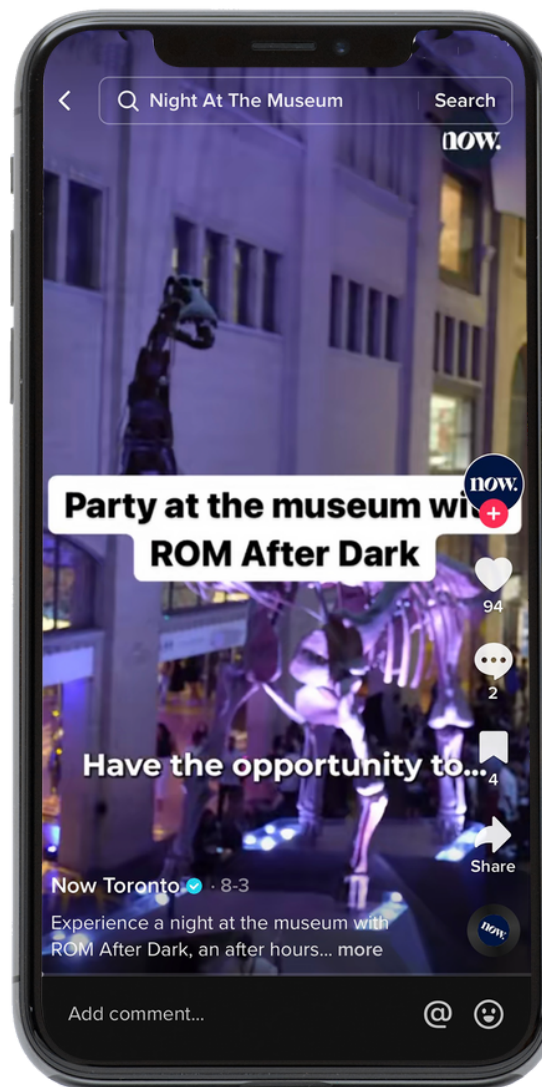






### Description

Leverage video storytelling and sponsored article to communicate BIA priorities and highlight local businesses and the culture of the neighbourhood through an on location or experiential report.



### Inclusion per package

- **Content bundle Package (video + article)**
- Mini Video Report (Up to 1 min)
- Highlight Article (Up to 500 words)
- Shared across all platforms (FB, IG, TikTok & TW)
- Story Promotion & Swipe Up Link
- 1“Sponsored” Tag
- Newsletter share
- **1,500 Guaranteed Reads**
- **5K+ Guaranteed Video Views**

Estimated Impressions **700K+**

Investment **\$4,500**





## WEEKEND ROUND UP

### Description

**Weekend Round Up** - Ensure your event is top of mind going into the weekend! Every Friday, we share the top events, festivals, and celebrations to spend your leisure time, and we've been doing this for 40 + years. Leverage a brand that is sharing the full gamut of what you can do in Ontario from arts and culture to entertainment and food.

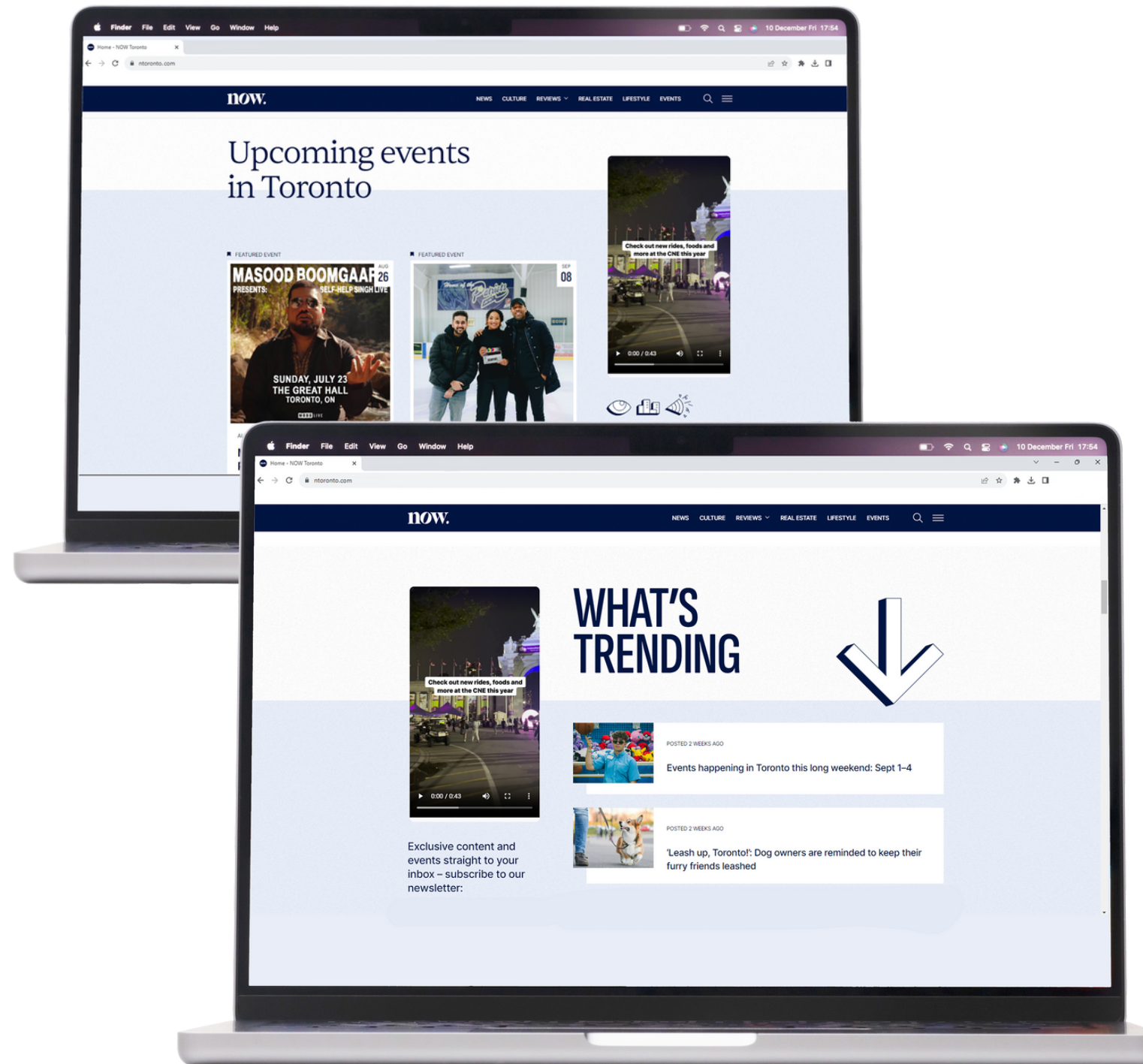
now.

### Inclusion per package

- 1 spot in Now Toronto Weekend Round Up Article (up to 150 words)
- 1 spot in Now Toronto Weekend Round-up Video Report
- 1 share in Now Toronto Weekend Round Up Newsletter share
- 1 revision and round of edits
- Sponsored Tag
- Shared across all our social channels, in-feed and story where available
- Premium native article placement on nowtoronto.com
- Newsletter share
- **5K+ Guaranteed Video Views**

Estimated Impressions **150K+**

Investment **\$1,000**





# *Partner* **now.**

A few clients we've  
had the pleasure of  
working with.



WATERFRONT  
BIA

**Daniels**  
love where you live<sup>TM</sup>



HUMBER



DESTINATION  
**TORONTO**



UNIVERSAL MUSIC CANADA



Presented by

