



blogTO

BLOGTO MEDIA KIT

The #1 web site about Toronto news and culture



**FOOD // MUSIC // ARTS // FASHION // BEST OF TORONTO //
RESTAURANTS // BARS // STREET STYLE // EVENTS + MORE**



ABOUT BLOGTO

“@blogTO always has great little tidbits about Toronto that make you feel like a true insider.” – lotsofolives via Twitter

We're **the #1 web site about Toronto news and culture**. Our core coverage areas include food, fashion, music, arts, news, and events. We're now 9 years old and have established ourselves as the go-to web site for what's happening in Toronto. We have a larger online readership than alt weekly NOW Magazine and city magazine Toronto Life.

AUDIENCE

20-35 year old influencers and socially active individuals, equally split male and female. The site helps them be in the know and answer questions like what's new in Toronto, what to do, where to eat and drink and what to see.

RISING WEB TRAFFIC AND SOCIAL MEDIA INFLUENCE

The site attracts more than **2.1 million unique users and 10.5 million page views a month**. Plus, more than 215,000 followers on Twitter and 32,000 on Instagram. We also have 4 different **iPhone apps** as well as iPad and Android versions.

GROWING MOBILE CHANNEL

Our mobile traffic now represents 35% of our overall site traffic. And this doesn't include the growing number of readers who now access blogTO on our highly-rated iPhone and iPad app which has received over 120,000 downloads and won Best App at the Canadian Online Publishing Awards.

ADVERTISE



“@blogTO is fast becoming my new favourite site” – shariandrew via Twitter

We reach a targeted and influential Toronto demographic and offer advertisers premium ad placement to connect with it. Our banners appear within highly visible positions above the fold or within the main content areas. Ask us about custom advertising options, contests, photo challenges and editorial sponsorships.

SITE	REACH	TWITTER FOLLOWERS	INSTAGRAM FOLLOWERS
blogTO	1st	1st	1st
Now Magazine	2nd	3rd	3rd
Toronto Life	3rd	2nd	2nd
Toronto.com	4th	4th	4th

Rankings as of July 2014 – Source: Alexa, Twitter, Instagram

OPTIONS AVAILABLE TO YOU AT NO EXTRA COST



SECTION TARGETING

Target specific sections of the site such as the home page, restaurants, bars, events, music, arts, film or fashion sections.



ADVANCED TARGETING

Target by geography (city, province, country), day or time of the week, browser or operating system. Add campaign or time-based frequency caps to limit the number of times a user sees your banner.



CREATIVE FLEXIBILITY

We support third-party ad code or tags as well as rich media banners (audio and/or expansion must be user initiated).



ANYTIME REPORTING

We'll provide you with real-time results from your campaigns with us at any time. Reports include impressions, clicks and click-through rate (CTR).

INQUIRIES + SALES → Tim Shore | tim@blogto.com | 416.835.1322

blogTO

AD PLACEMENTS AND RATES



“@blogTO is the best thing to happen to media in YYZ in pretty much forever” – rhh via Twitter

CHOOSE FROM 5 HIGHLY VISIBLE AD PLACEMENTS

AD PLACEMENT	CPM RATE
Top Banner (300x250)	\$20
Content Banner (300x250)	\$13
Content Banner (728x90)	\$10
Homepage and Section Takeovers (all ad units)	Contact Us
Mobile Banner (320x50)	\$20

TOP BANNER 300 x 250

Appears above the fold in the top right hand side of the page.

CONTENT BANNER 300 x 250

Appears above the comment area on individual article pages.

CONTENT BANNER 728 x 90

Appears below the fold, above the footer area on each page.

MOBILE BANNER 320x50

Appears throughout our mobile optimized site and iPhone app.

TAKEOVER

Own all banner units on the home page or within a specific section of the site.

ADDITIONAL OPPORTUNITIES

Contact us to discuss custom opportunities, contests, photo challenges, editorial sponsorships, app sponsorships and other initiatives not listed here.



AD SPECS, BOOKING + MATERIAL DEADLINES

“so much useful info out of @blogTO” – findingbleu via Twitter

BOOKING DEADLINES

Bookings can be made at any time but we recommend booking as far in advance as possible to secure your desired ad space and inventory.

MATERIAL DEADLINES AND DELIVERY

Unless otherwise instructed, please provide creative at least 2 business days prior to the start of the campaign.

Send creative via email to files@blogto.com

SPECS

All banners should be 100k or less

Please deliver banners as .swf and/or .gif file

For .swf, we recommend using the following clickTAG code:

```
on(release) {  
  getURL(_root.clickTag, "_blank");  
}
```

Please note: AS/3 is currently not supported. Flash SWF files must be created in version 10.1 or lower. We use Google DFP as our ad server

ONLINE ADVERTISING FAQs



“I recently have fallen in love with @blogTO” – pam3525 via Twitter

WHAT IS CPM?

CPM stands for Cost Per Thousand. It's the standard way that most advertising is priced online. As an example, say you're interested in purchasing the Top Banner 300x250 that has a price of \$20 CPM. This means that 1,000 impressions in this ad placement would cost you \$20. 5,000 impressions would cost \$100. 80,000 impressions would cost \$1,600.

WHAT'S AN IMPRESSION?

Each time your banner loads on a page it realizes an impression. In other words, if you were to visit the blogTO home page and your banner appeared in one of the ad placements that would be 1 impression. If you visited the home page 1,000 times and the banner appeared every time that would add up to 1,000 impressions.

HOW LONG WILL MY AD RUN FOR?

We will run your ad for as long as you like. You specify the start and end dates of your campaign and we run the banner evenly throughout this period.

HOW OFTEN WILL MY BANNER SHOW UP?

The frequency in which your banner shows up depends on a number of factors including the length of your campaign, how many impressions you have purchased and whether you're targeting a specific section(s) of the site. But keep in mind most advertisers' banners appear in rotation with other advertisers. Think of buying an ad on blogTO sort of like buying an ad in a magazine. In a magazine, your ad will typically show up on one page, not on every page in the magazine.

Likewise, your ad on blogTO will likely not show up every single time you visit the site. But we will always deliver the impressions you pay for.

CONFUSED?

Contact Tim (contact details below) for any additional questions. He'd be happy to explain this further and/or put together a quote or some different advertising options for you.