


SUITE 66

Streets of Toronto Media Kit

Presented by: Cameron Scott
August 11, 2023

WHERE YOUR AUDIENCE LIVES 

A night-time photograph of a city street scene. In the foreground, a large, illuminated sign spells out 'TORONTO' in white, with a stylized 'X' logo to the left. A crowd of people is gathered around the sign. In the background, several tall buildings are lit up with warm lights, and a curved walkway or bridge structure is visible on the right. The overall atmosphere is vibrant and urban.

Streets of Toronto

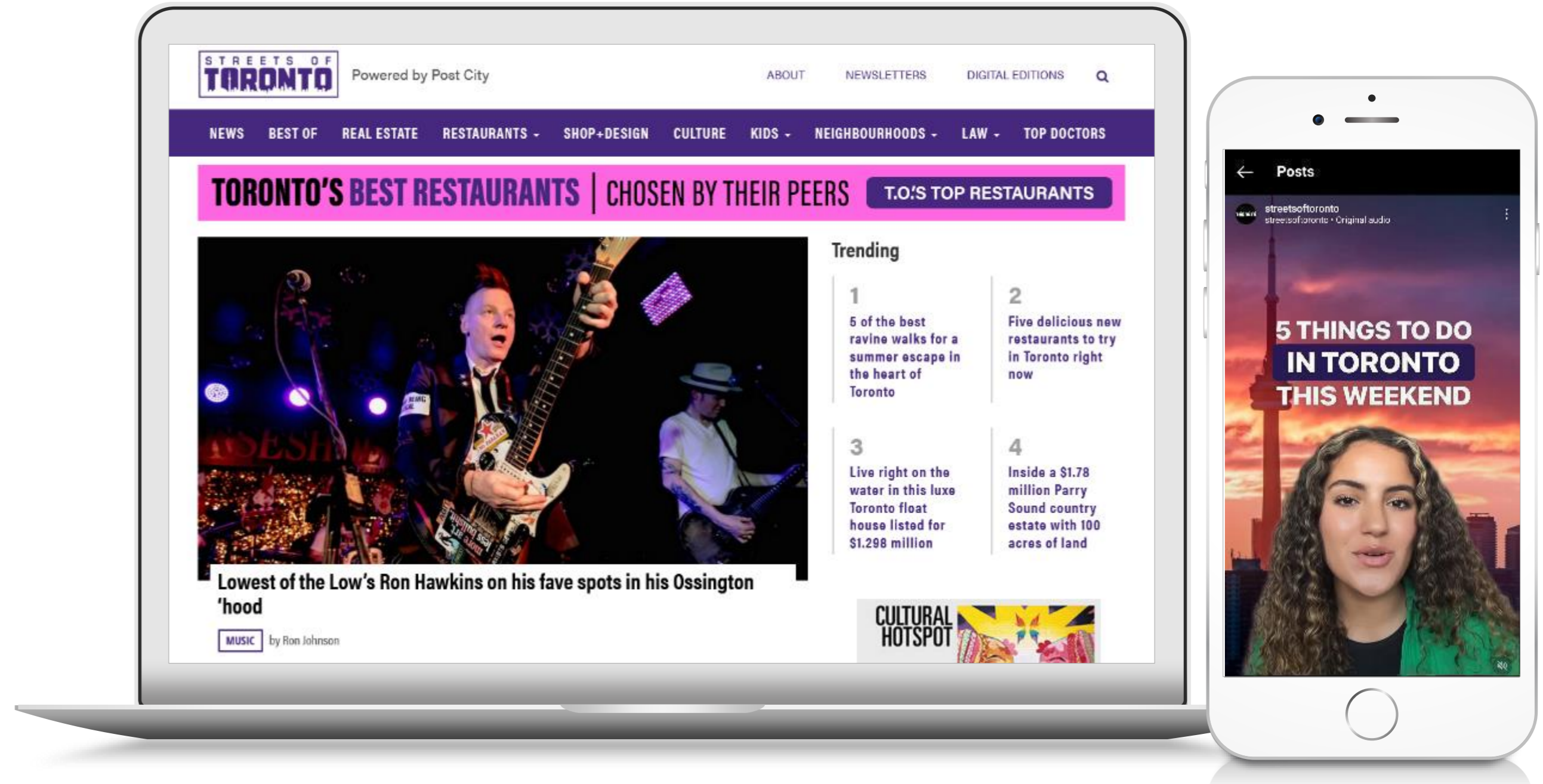
Streets of Toronto covers the people, food, culture, fashion, lifestyle, news, arts and entertainment that define the city of Toronto.

Streets of Toronto

Where Toronto turns

Streets of Toronto is a go-to source for showcasing the culture, arts and lifestyle that the city has to offer across their website, magazine and four popular social media platforms.

We create custom programs for brands that span sponsored social, content, contests, and newsletters.



STREETS OF TORONTO

StreetsofToronto.com

Toronto's source for engaging articles on best restaurants, neighbourhoods news, and events.



136K

Desktop Users



364K

Mobile Users



160K



85K



420K



50K



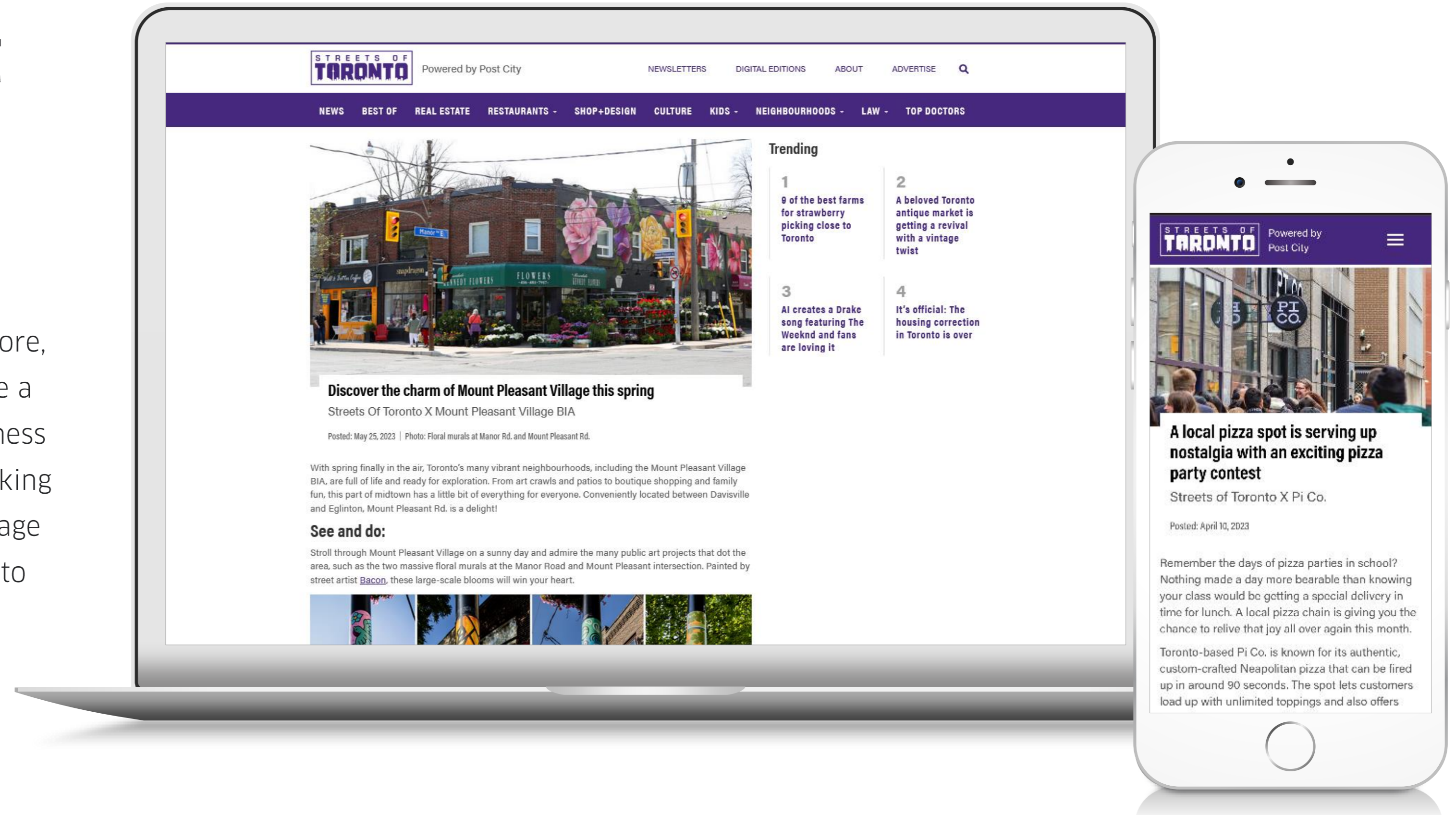
SPONSORED CONTENT

Sponsored content that will highlight your message

With expert writers who specialize in food, entertainment, neighbourhood specific news and more, the Streets of Toronto team is always ready to write a content piece for you. Whether you are a new business looking to break through to our audience or are looking to reach new and existing customers, you can leverage this unique content to speak to the Streets of Toronto audience.

FEATURES

- Facebook, Twitter and Instagram story pushes driving to article page
- Article live on home page of website for 3 days
- Desired click through URL's
- Client provided photos or original SoT photography



SOCIAL VIDEO AND IG REEL

Wow audiences with a social video that puts your brand front and center

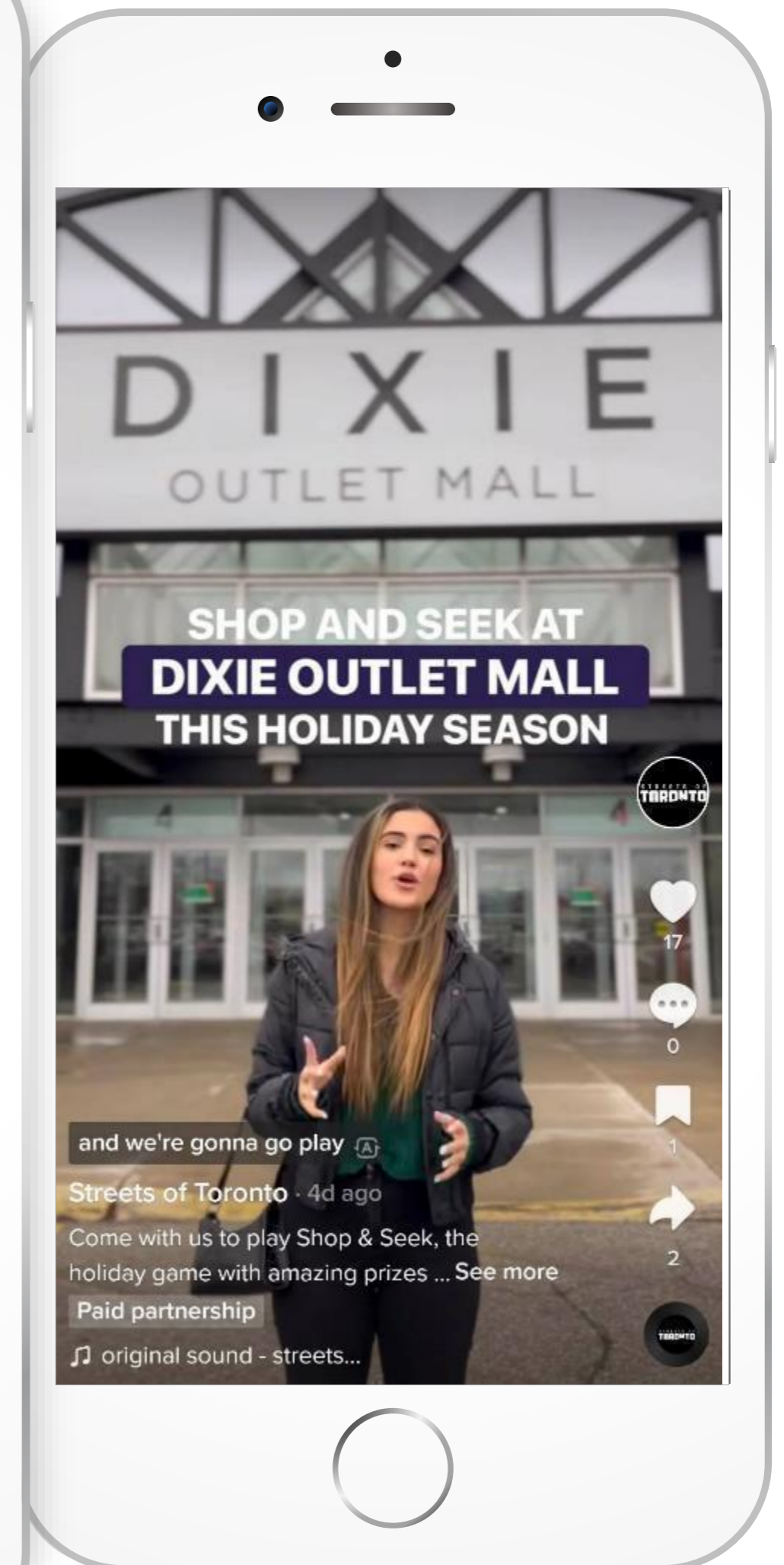
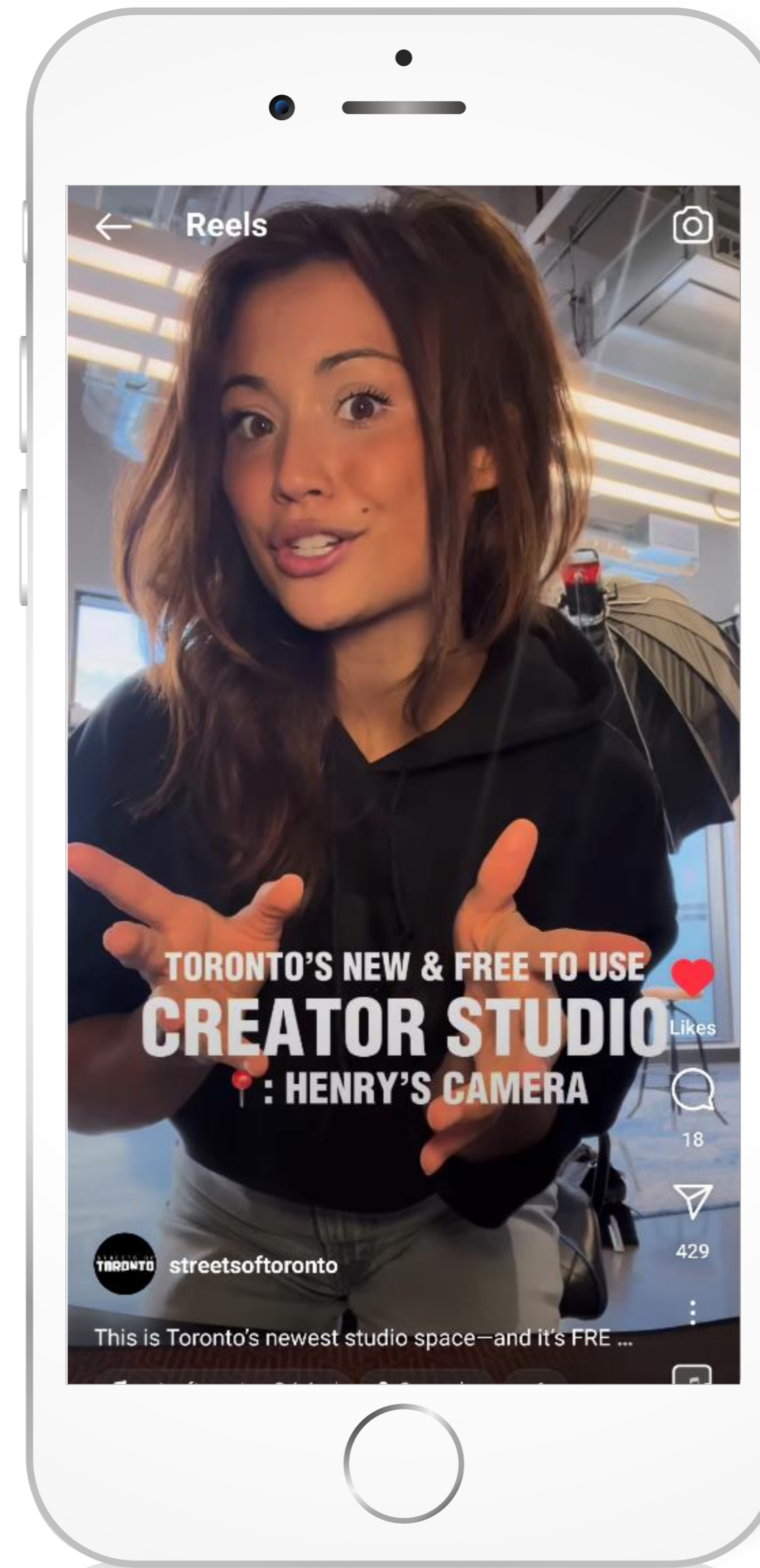
With nearly 705,000 followers Streets of Toronto's social media platforms, captivate viewers with an interesting and engaging video of your location, brand or product. Check out Streets of Toronto's latest [Facebook](#) and [Instagram](#) videos.

SOCIAL VIDEO FEATURES

- Social Video taken and edited by a Streets of Toronto videographer
- Copy written by publisher with client direction
- Opportunity to "Boost Post" via Facebook Handshake
- Extended reach through social media platforms (Facebook, Twitter, TikTok and Instagram)

IG REEL FEATURES

- IG Reel taken and edited by a Streets of Toronto host
- Copy written by publisher with client direction
- Extended reach through social media extension to website



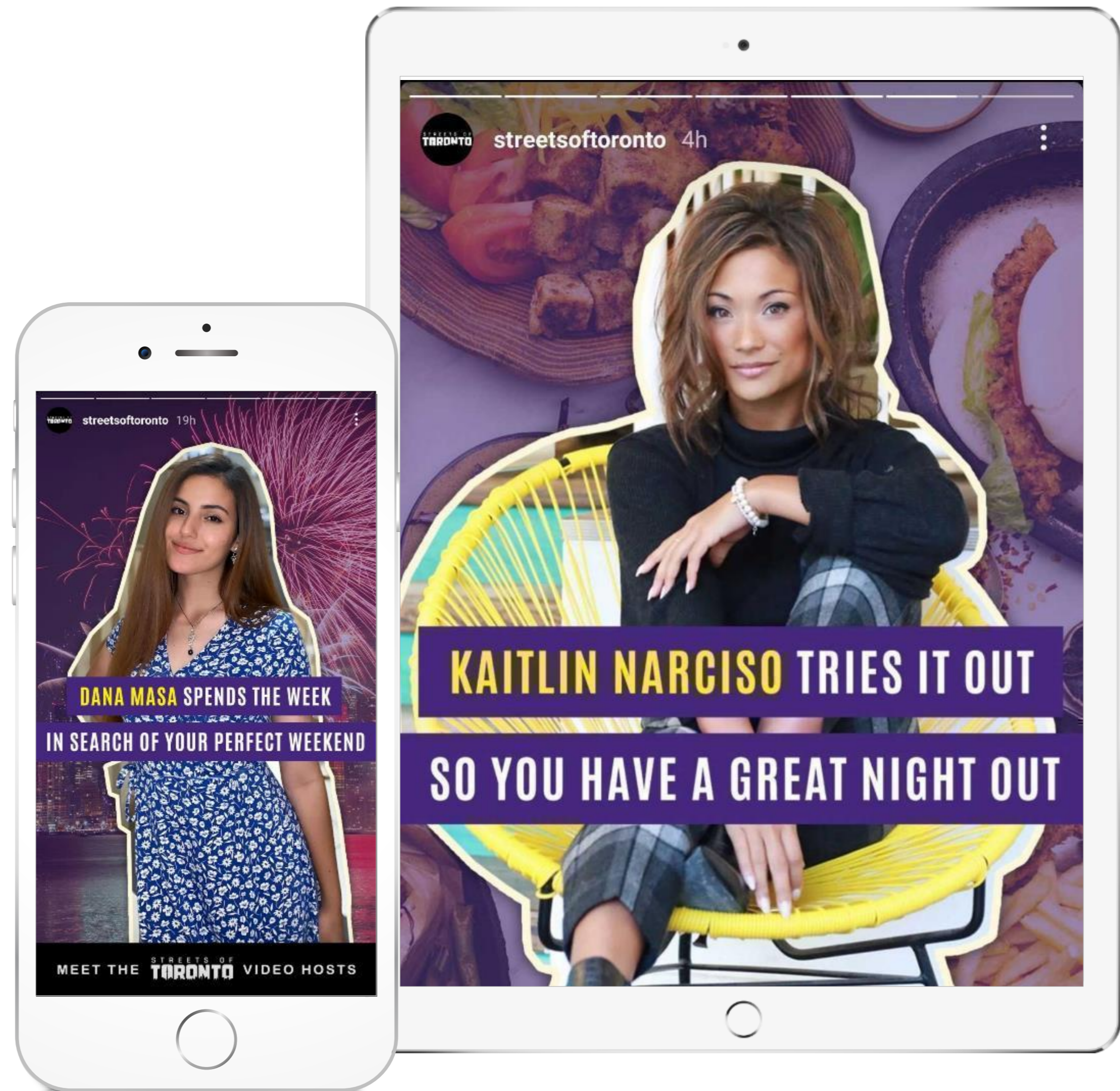
VIDEO HOSTS

Engaging hosts bring Streets of Toronto's social videos and stories to life

Increase audience awareness of your brand or offering with the option to see more!

FEATURES

- 6 to 10 photos or videos taken by publisher OR 1 client-supplied video (15 seconds or less) or image (1080x1920px)
- Sticker click features
- Copy written by publisher with client direction
- #hashtag and @mention of your brand or campaign



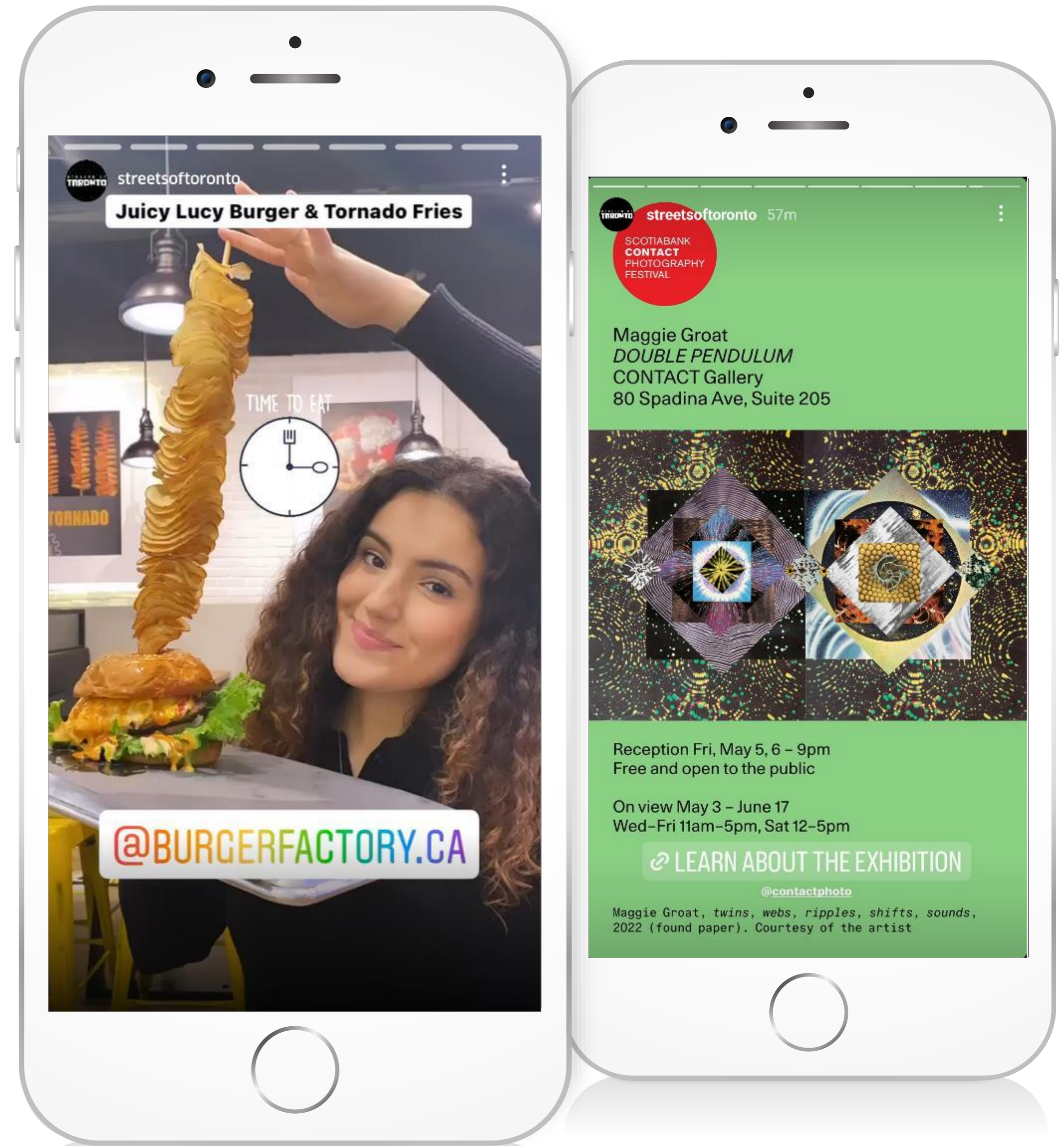
INSTAGRAM STORY

Give Torontonians a behind-the-scenes look with Instagram stories

Increase audience awareness of your brand or offering with the option to see more!

FEATURES

- 6 to 10 photos or videos taken by publisher OR 1 client-supplied video (15 seconds or less) or image (1080x1920px)
- Sticker click features
- Copy written by publisher with client direction
- #hashtag and @mention of your brand or campaign



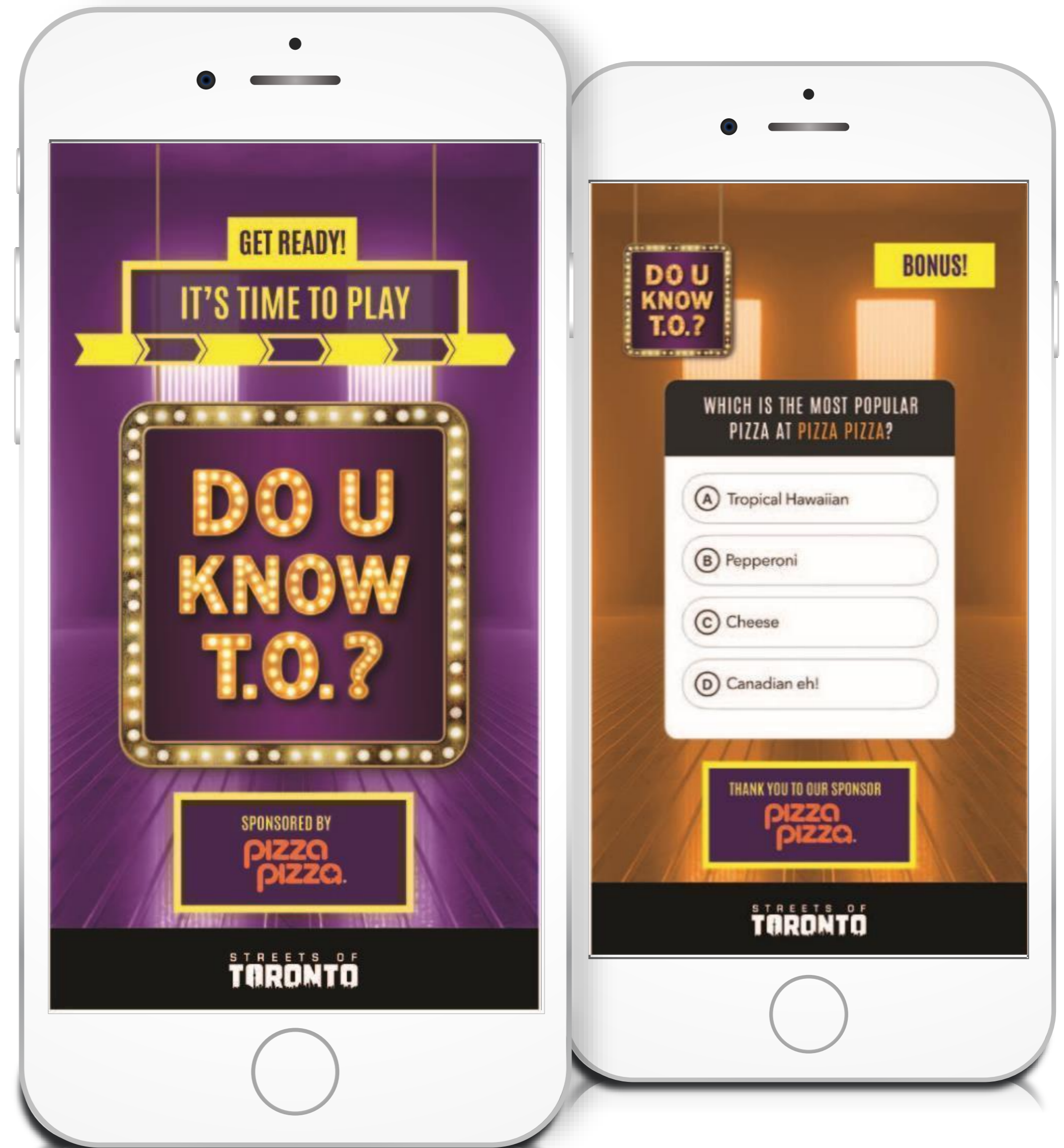
INSTAGRAM STORY QUIZ

Do you know TO Story Quiz

Create Toronto connections through sponsoring Streets of Toronto's weekly hit new quiz game "Do you know T.O.?" This tactic includes a sponsor mention with logo on every story slide and 1 out of 4 quiz questions dedicated solely to your brand.

FEATURES

- Sponsored by title mention on first slide and sponsored question slide
- One slide with question copy written by publisher with client direction and approval

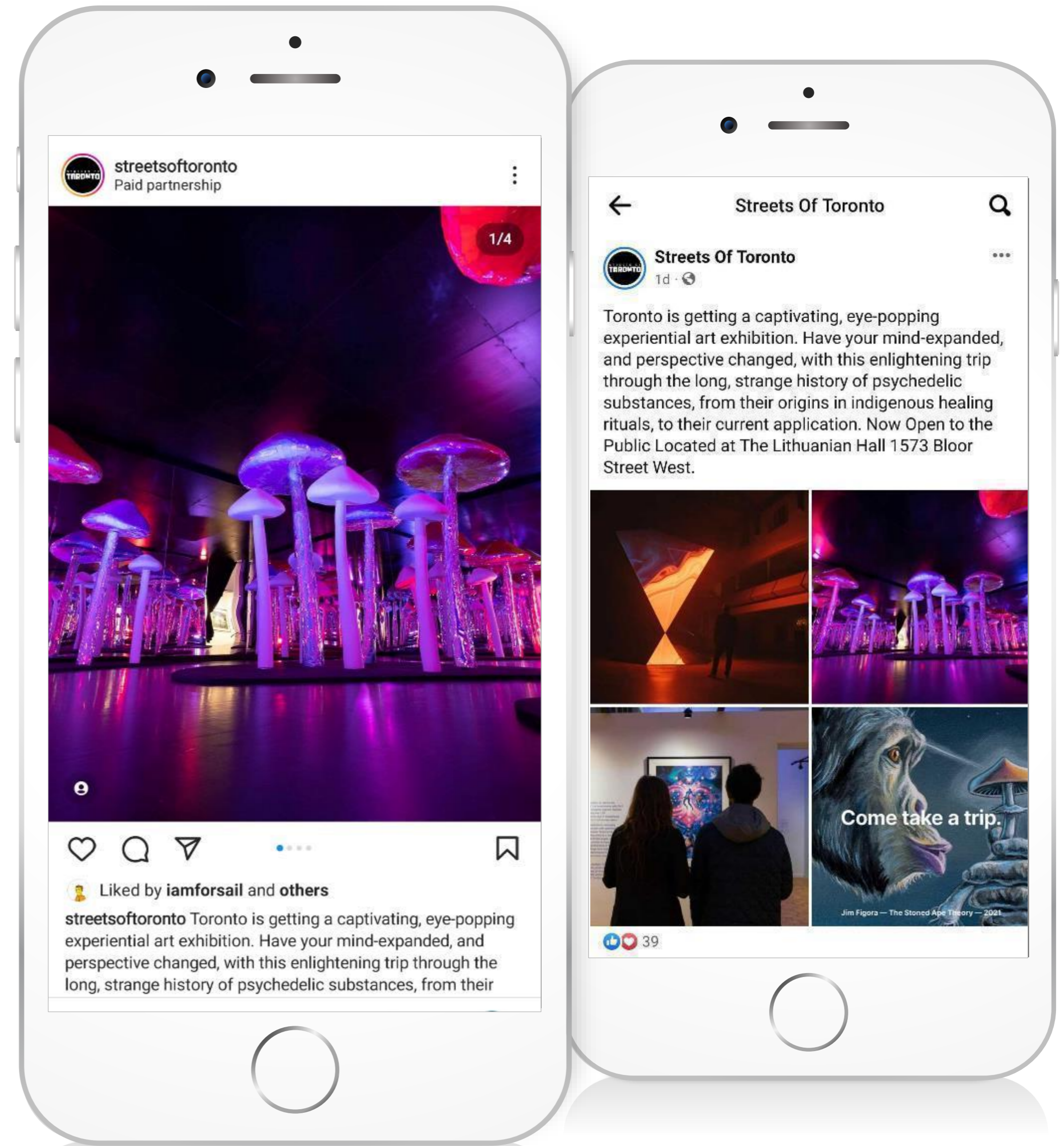


FACEBOOK AND INSTAGRAM POST

Reach a highly engaged audience with a post on Facebook or Instagram

FEATURES

- Photo or video taken and edited by a Streets of Toronto photographer, or supplied by client pending publisher approval
- Copy written by publisher with client direction
- #hashtag and @mention of your brand or campaign
- 'Paid Partnership with' tag will be used
- **INSTAGRAM:** Carousel feature on Instagram available (max 4 images)
- **FACEBOOK:** Client may provide a URL



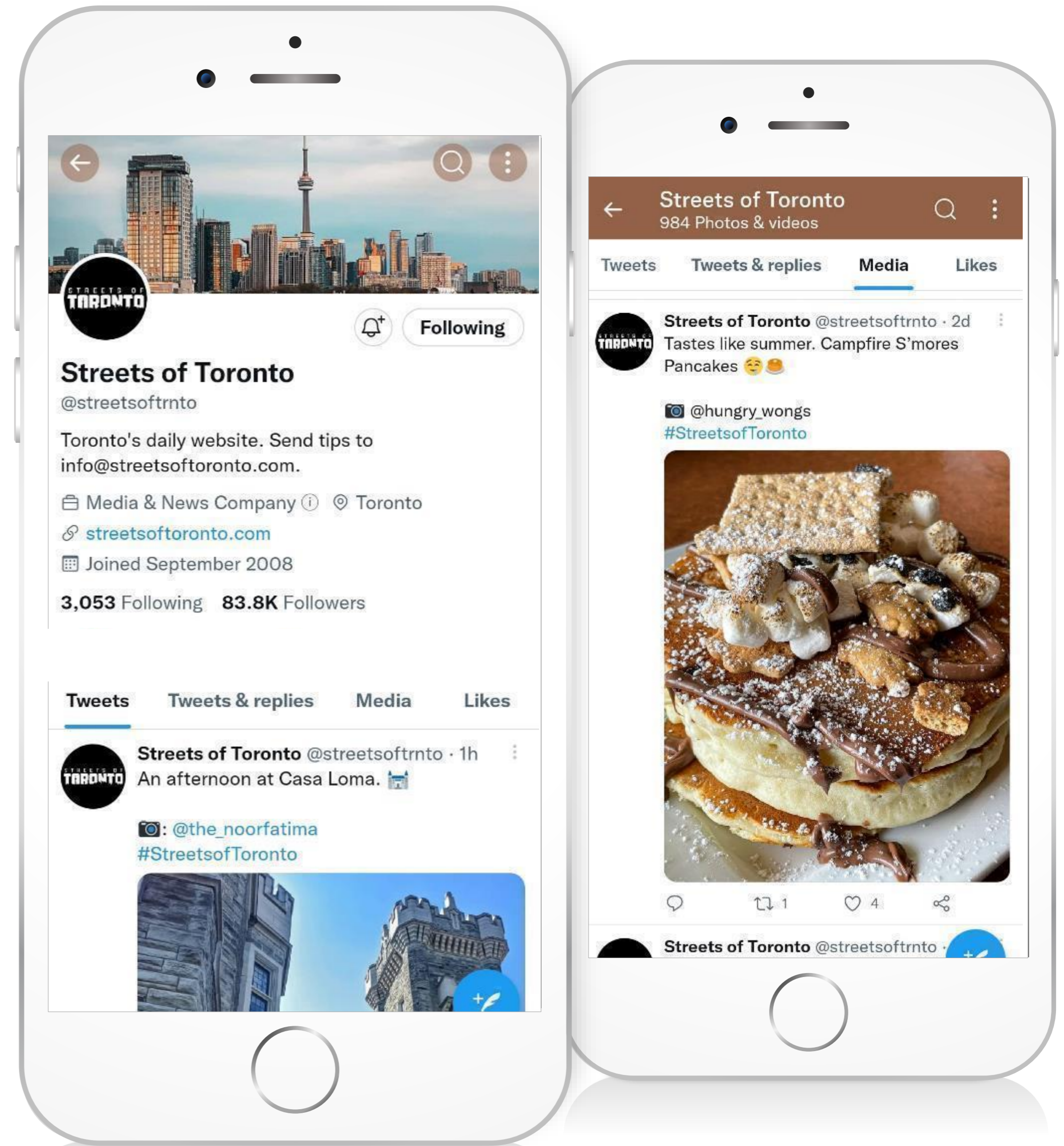
TWEET

Extend your campaign's reach using Twitter

Further extend your brand's social presence with a post on Streets of Toronto's [Twitter feed](#) using 280 characters or less.

FEATURES

- Photo may be provided by client, subject to Streets of Toronto approval
- Copy written by publisher with client direction
- #hashtag and @mention of your brand or campaign

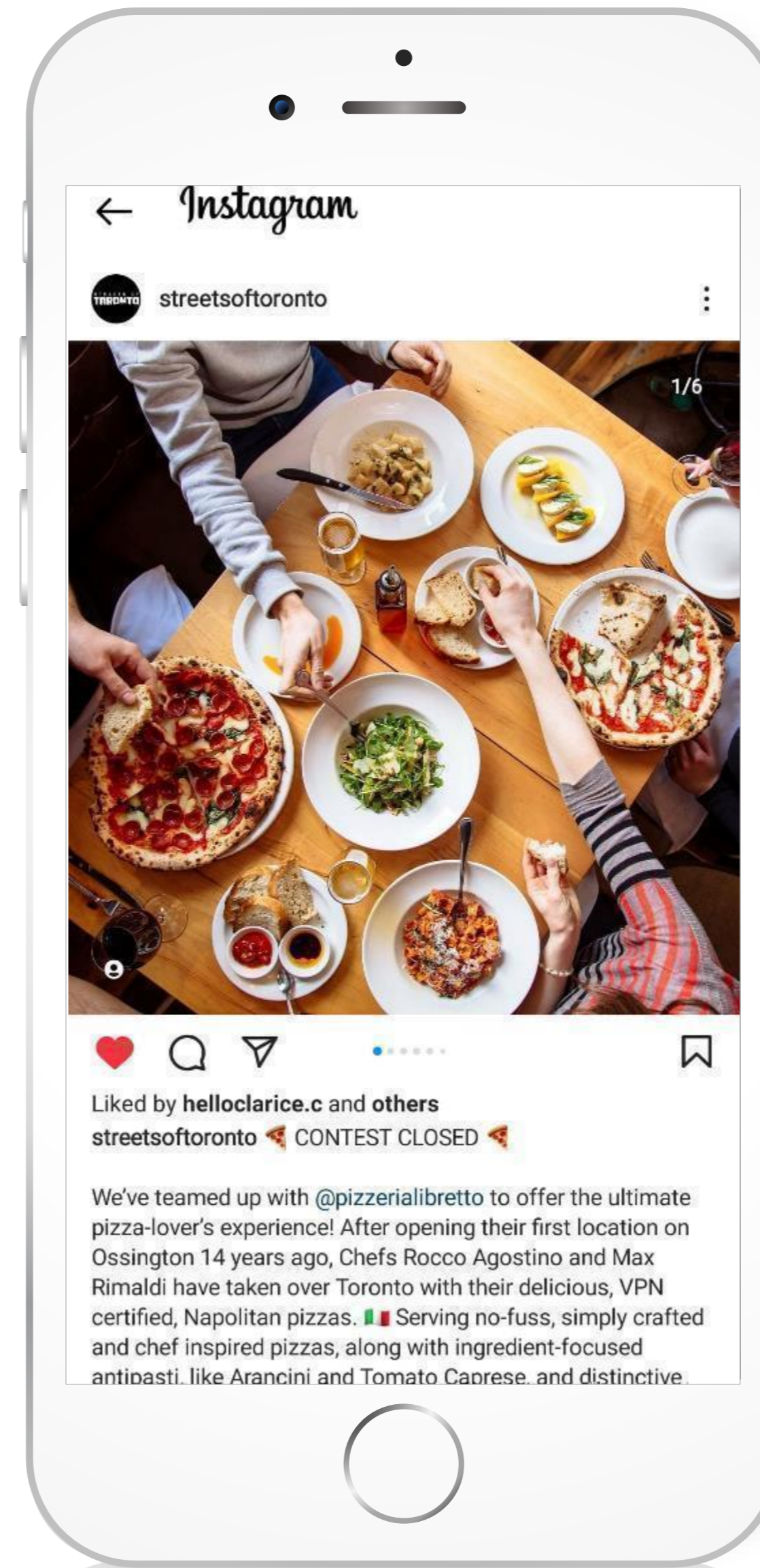


INSTAGRAM CONTEST

Increase awareness and reach with a contest on Streets of Toronto's Instagram

FEATURES

- Photo or video taken and edited by Streets of Toronto photographer or supplied by client, pending publisher approval
- Copy written by publisher with client direction
- #hashtag and @mention of your brand or campaign
- 'Paid Partnership with' tag will be used
- Method of entry includes following your account, allowing Streets of Toronto to drive new followers to you



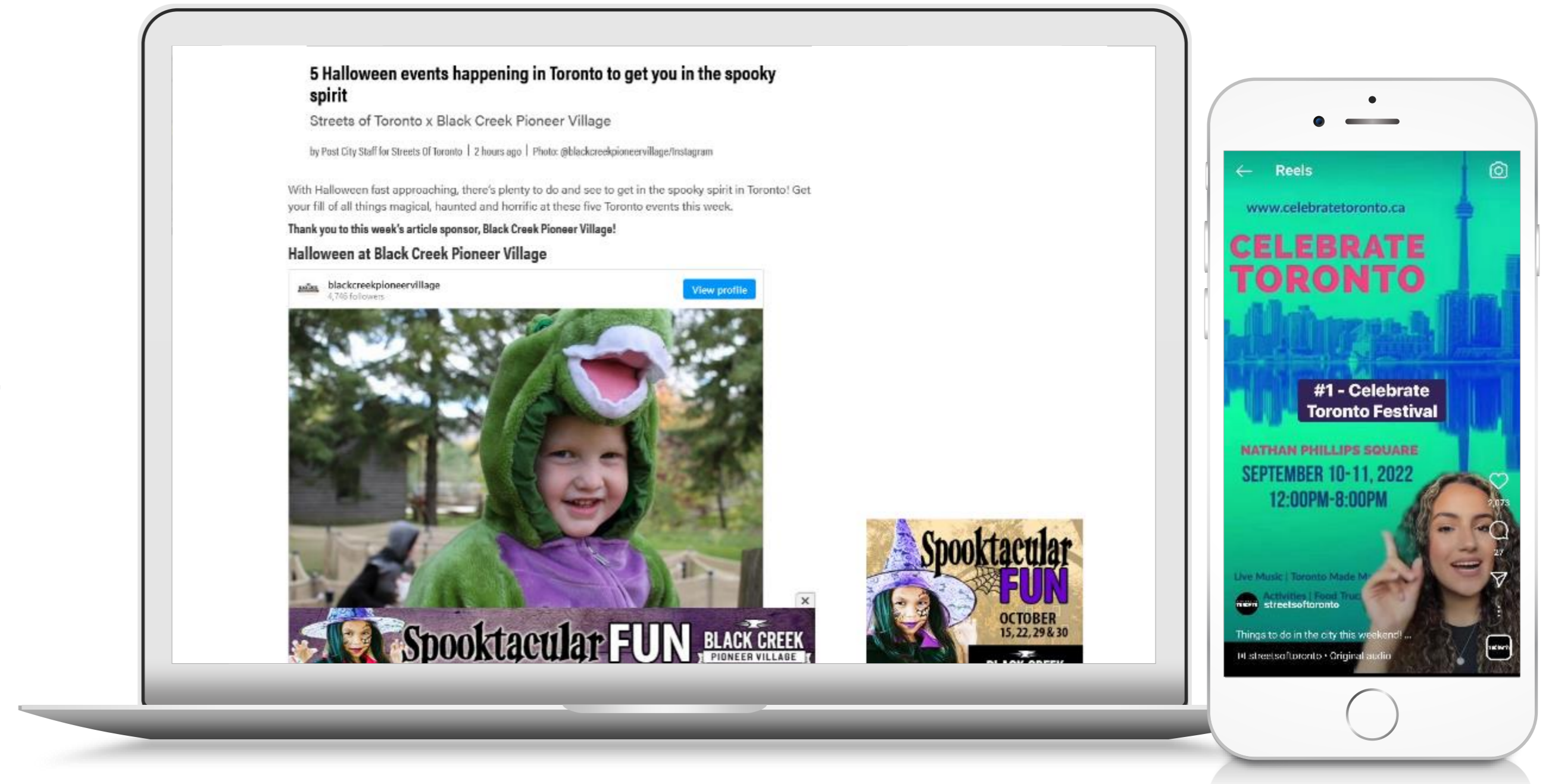
SPONSORED PLACEMENT

Organic placement in “Top Things to do in Toronto” weekly content

At the beginning of every week the Streets of Toronto’s editorial and social team produce “5 Things to know TO this week” content in the format of an Instagram reel and an article. As well as a “5 Things to do in Toronto this weekend” release at the end of the week in the format of an Instagram Reel. Create anticipation for your upcoming event through a sponsored placement within the reel or article.

FEATURES

- Organic placement within reel or article, placed in a list of unpaid Toronto events
- Copy written by publisher with client direction
- Sponsor mention
- Provided photo placement
- Instagram Reel: #hashtag and @mention of your brand or campaign



SPONSORED EMAIL NEWSLETTER

Reach your audience through their inbox

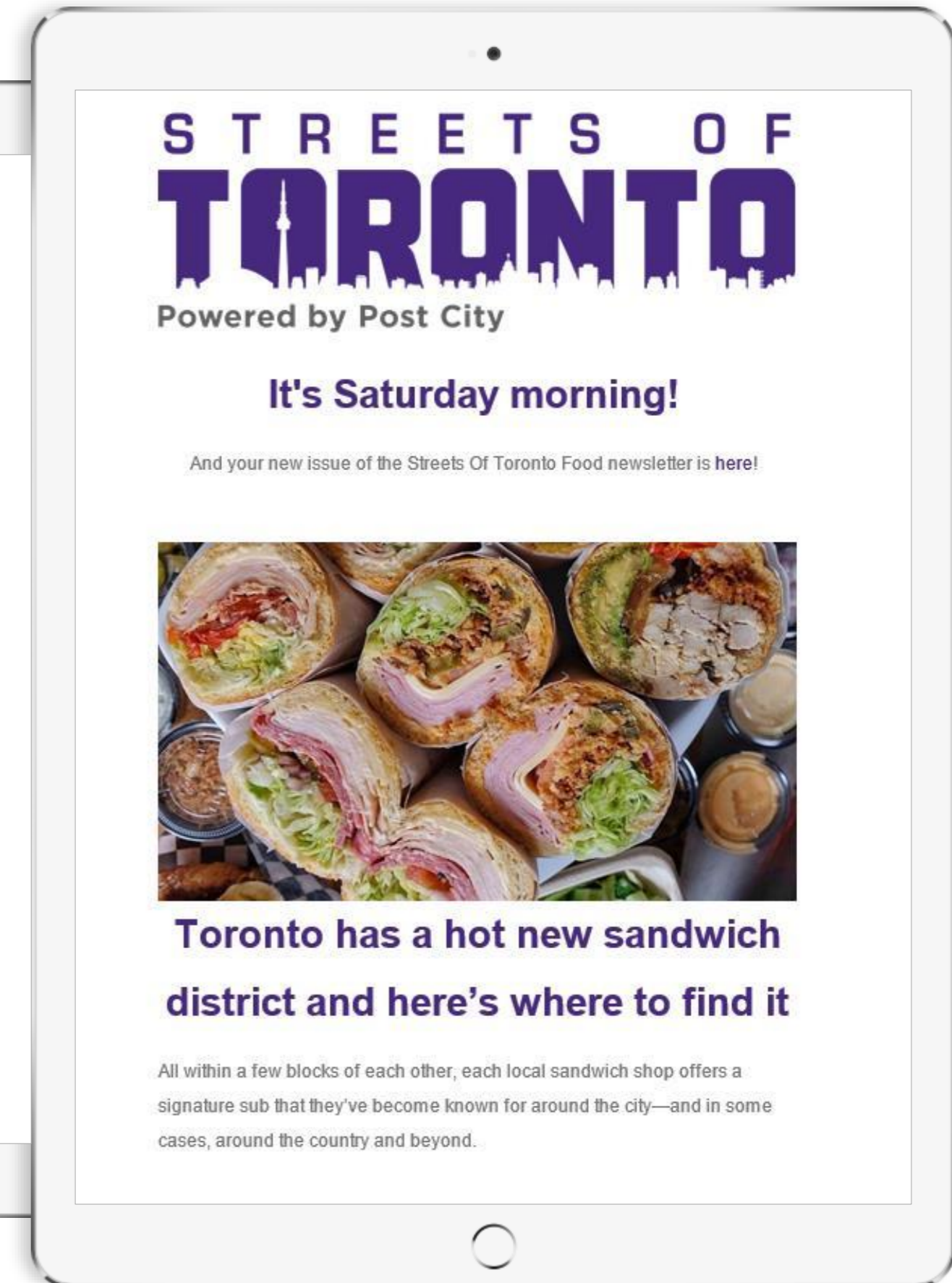
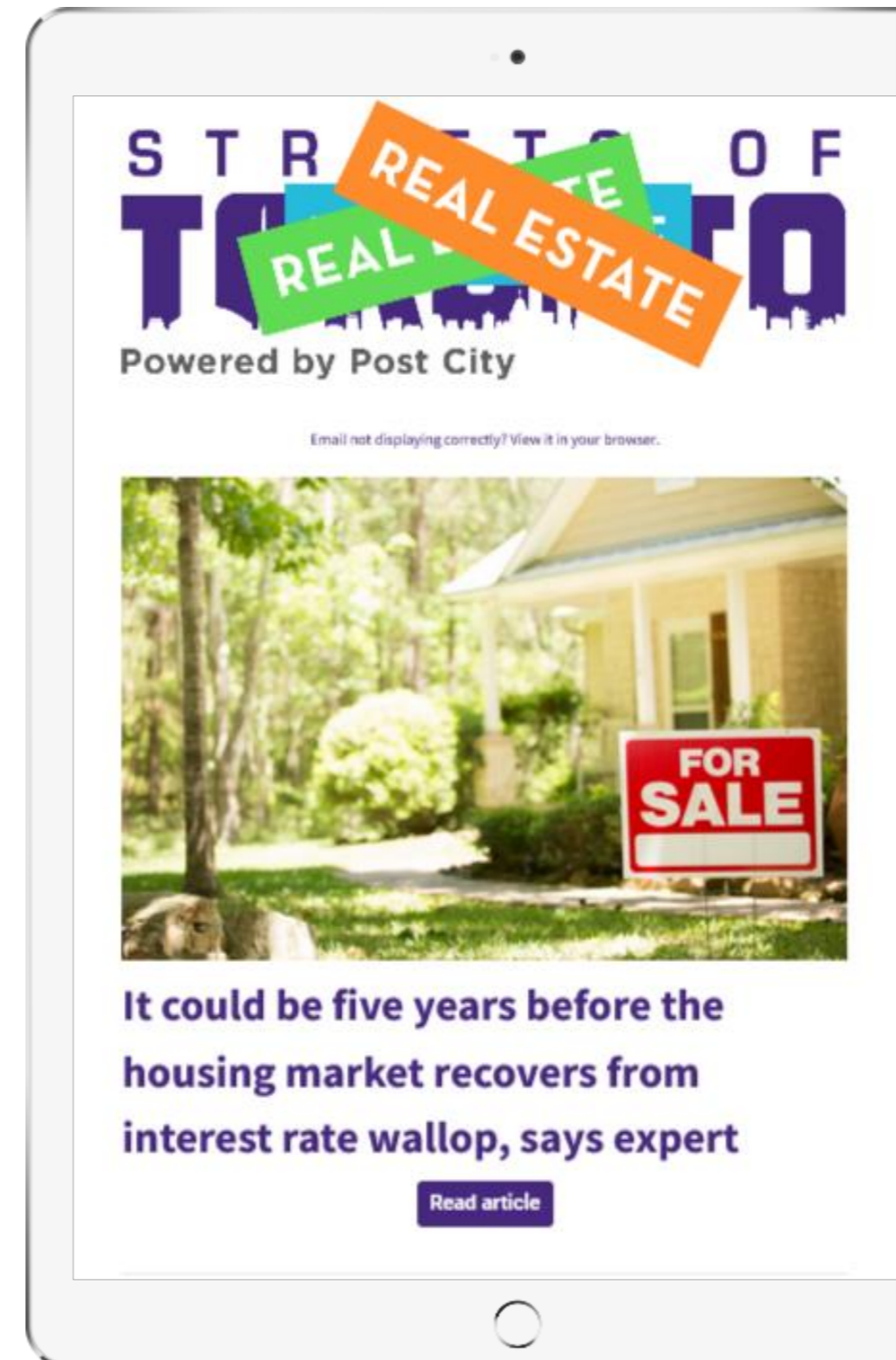
Integrate your messaging into Street's of Toronto's weekly roundup of the city's best dishes and restaurants, or with a bi-weekly roundup of the hottest Toronto real estate. Check out Street of Toronto's past Food newsletters and Real Estate newsletters.

FEATURES

- Box ad mid-placement: 300x250pix

PERFORMANCE AND BENCHMARKS

- 17K SOT Food newsletter subscribers
- 11K SOT Real Estate newsletter subscribers
- Avg. 40% Open Rate, 9% Click rate



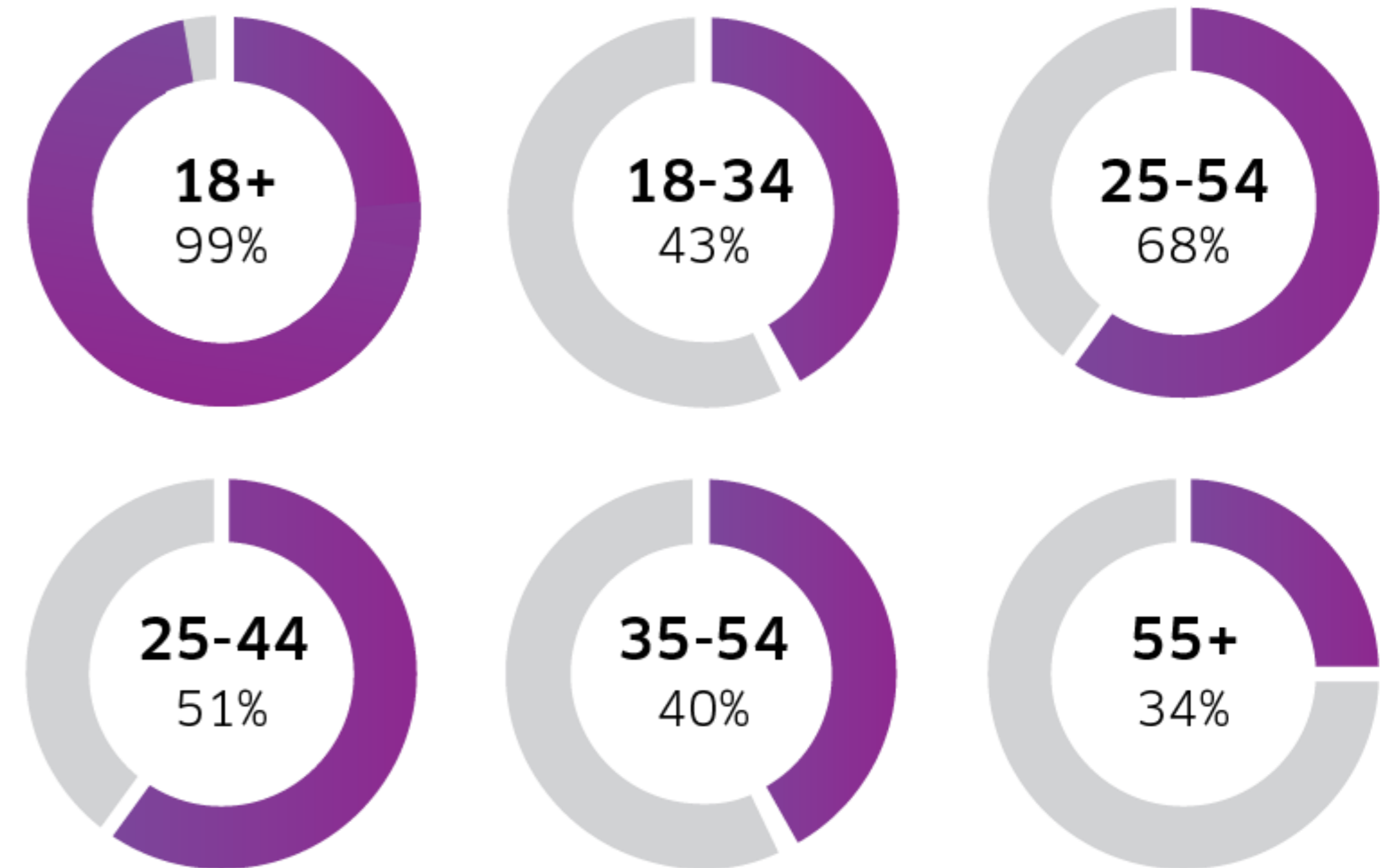
SITE DEMOGRAPHICS

Streets of Toronto's digital audience

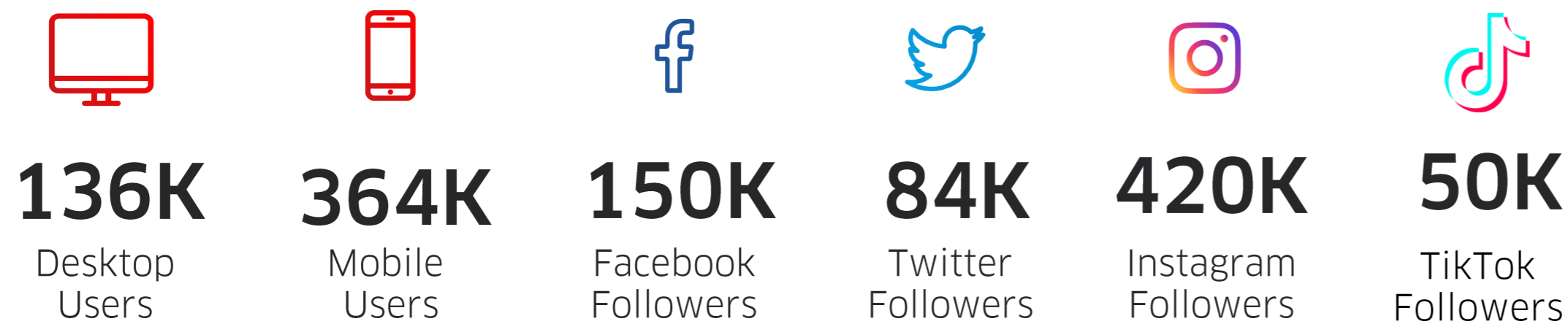
Audience gender composition



Audience age composition



Site metrics



% composition of unique views

Source: Google Analytics August 2022

INSTAGRAM AUDIENCE

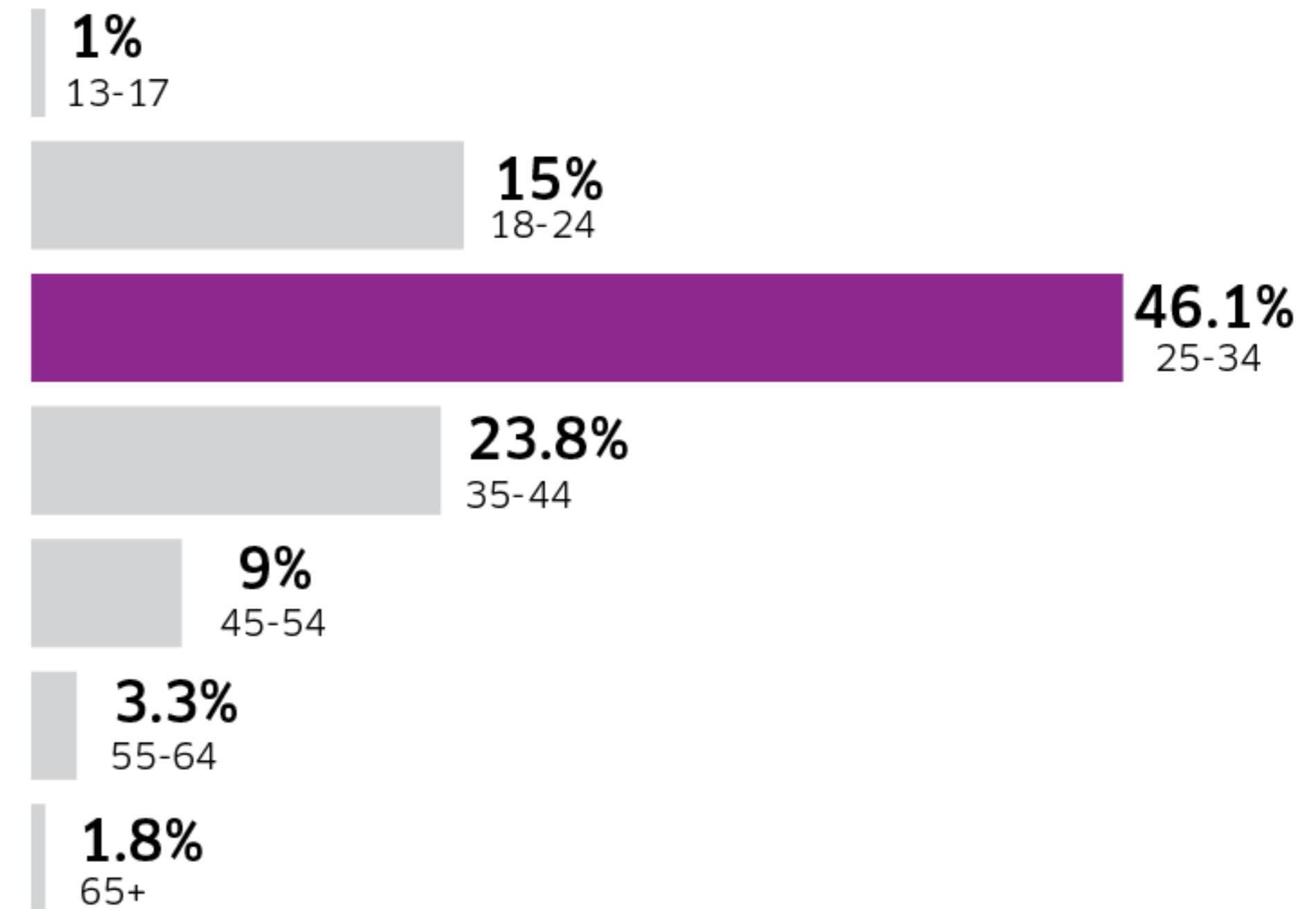
Streets of Toronto connects to your target audience

Instagram audience gender composition



Source: Instagram Analytics August 2022

Instagram audience age composition



CREATIVE LICENSING

Take advantage of photography services and image licensing

- Expert photography and video services are included in Streets of Toronto's social media pricing.
- Licensing for photos and video may be available upon request.





For a limited time, in addition to your videos being produced by our award-winning hosts and videographers, we are introducing our Complete Engagement Package for all video bookings, available at no extra charge.

Complete Video Engagement Package

All Streets of Toronto videos will now appear on...

Streets of Toronto Instagram
439K followers

+

Streets of Toronto TikTok
52K followers

Video post Streets of Toronto homepage
557K monthly page views

+

Inclusion in 1 of our 3 Streets Newsletters
17.5K Food, 46% open rate
10.6K Real Estate, 43% open rate
16.8K Concierge List, 46% open rate

+

The brand new Streets of Toronto Do Instagram
17.1K followers

+

BONUS BOOST: We will boost your post
with \$200 on the platform of your choice.



@STREETSOFTORONTO
439K FOLLOWERS



@STREETSOFTORONTO
168K FOLLOWERS



@STREETSOFTORONTO
86K FOLLOWERS



@STREETSOFTORONTO
52K FOLLOWERS

WHERE YOUR AUDIENCE LIVES 

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