

SUITE 66

Taste Toronto Media Kit

Presented by: Cameron Scott
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WHERE YOUR AUDIENCE LIVES 

Taste Toronto

Taste Toronto is a community of foodies offering experiences and rich content focusing on where to dine, what to eat, and trending food news & events.





TASTETORONTO.COM

Serving up the best dishes and places to eat around Toronto.



75K

Desktop Users



250K

Mobile Users



18K



6.2K



535K



10.9K



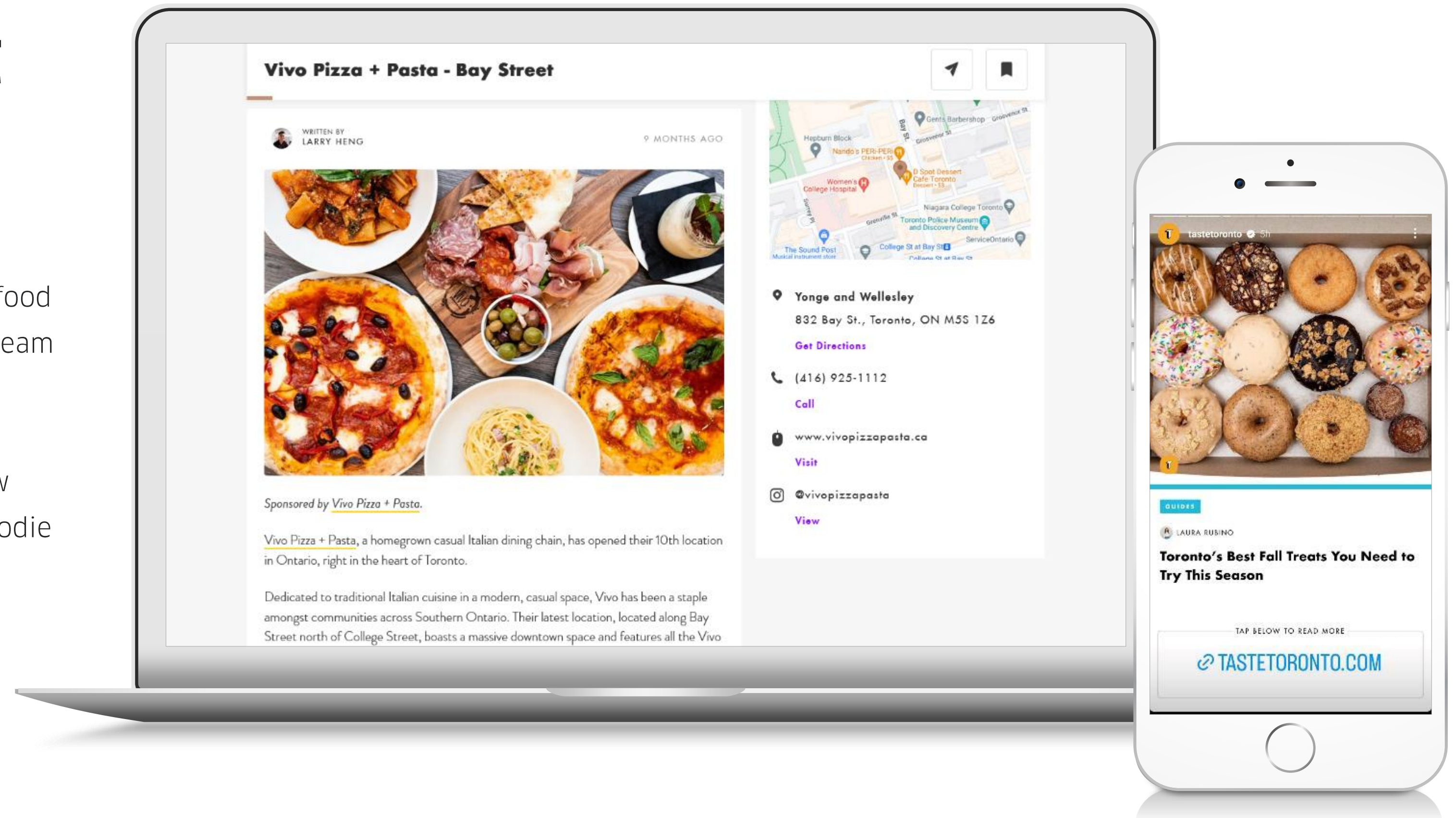
SPONSORED CONTENT

Sponsored content that will highlight your message

With expert writers who specialize in professional food reviews and restaurant reviews, the Taste Toronto team is always ready to write a content piece for you. Whether you are a new restaurant looking to break through to our audience or are looking to reach new and existing customers, you can leverage unique foodie content to speak to the Taste Toronto audience.

FEATURES

- Instagram story push driving to article page
- Article live on home page of website
- Desired click through URL's
- Client provided photos or original TT photography



BRANDED RECIPES

Professionally cooked recipe articles or Reel videos for your food or beverage brand

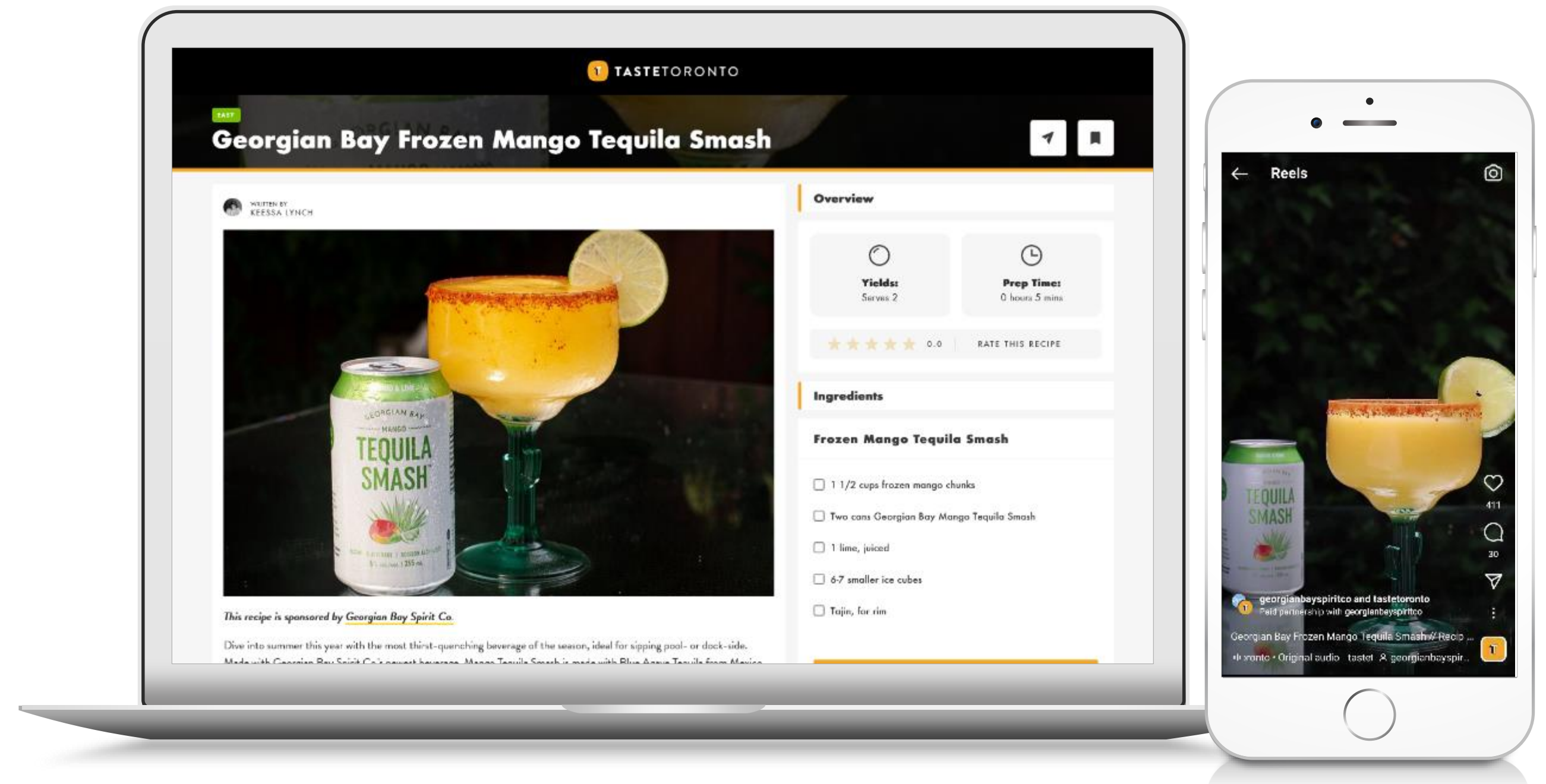
Taste Toronto's chefs will work with your brand to create a custom recipe that brings out your product's uniqueness. Recipes can either be create via a website article or an Instagram Reel.

FEATURES: RECIPE ARTICLE

- Instagram story push driving to article page
- Recipe live on home page of website
- Desired click through URL's

FEATURES: RECIPE REEL

- Instagram Reel filmed in vertical format taken and edited by a Taste Toronto videographer
- Copy written by publisher with client direction
- Opportunity to "Boost Post" via Instagram



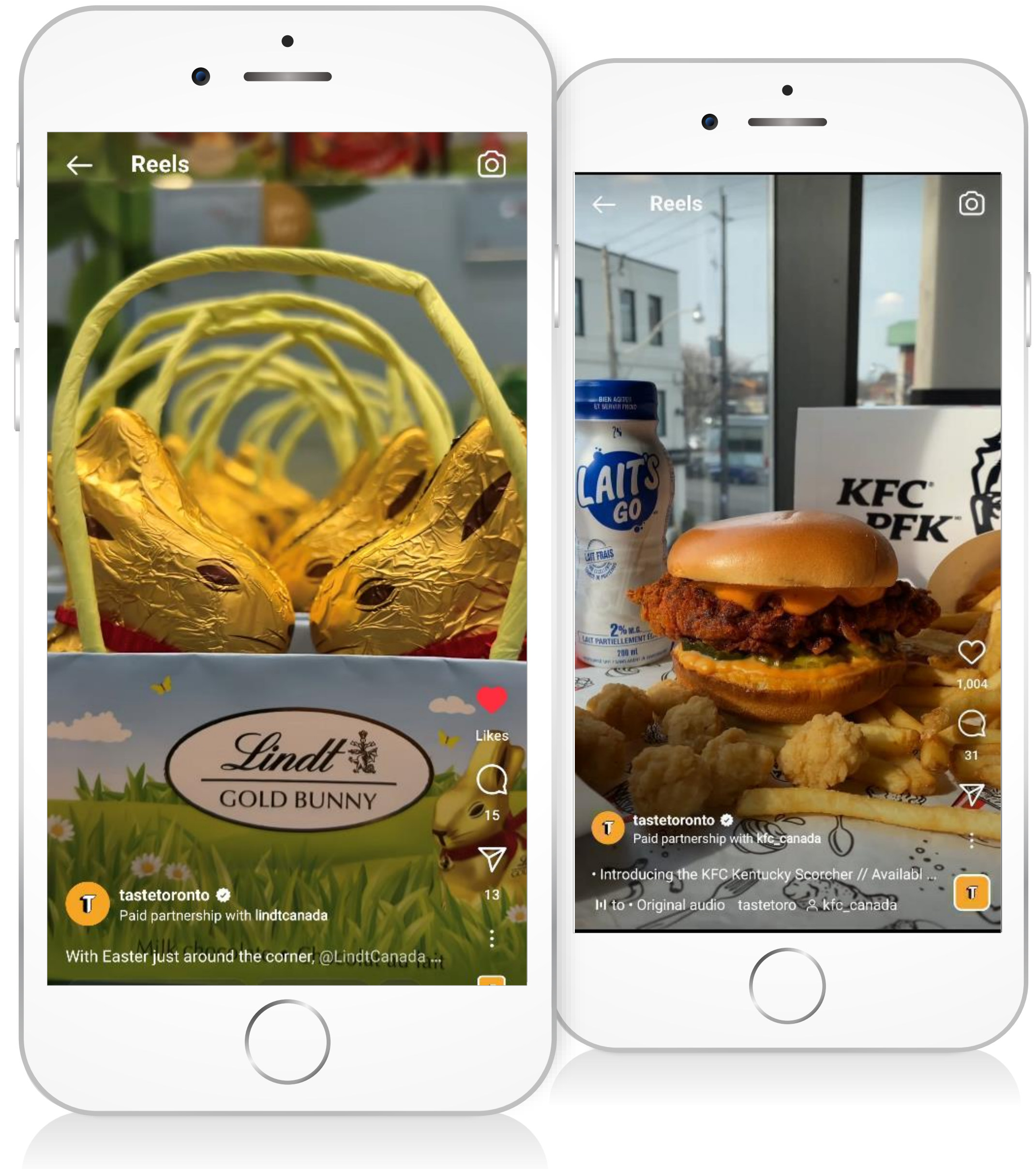
SOCIAL VIDEO AND IG REEL

Put your restaurant front and center with a Taste Toronto custom Instagram Reel

With over 500,000 followers on Taste Toronto's Instagram, captivate viewers with an interesting and engaging video of your restaurant, brand or food product. Check out the Taste Toronto latest Instagram videos.

INSTAGRAM REEL FEATURES

- Instagram Reel filmed in vertical format taken and edited by a Taste Toronto videographer
- Copy written by publisher with client direction
- Opportunity to "Boost Post" via Instagram



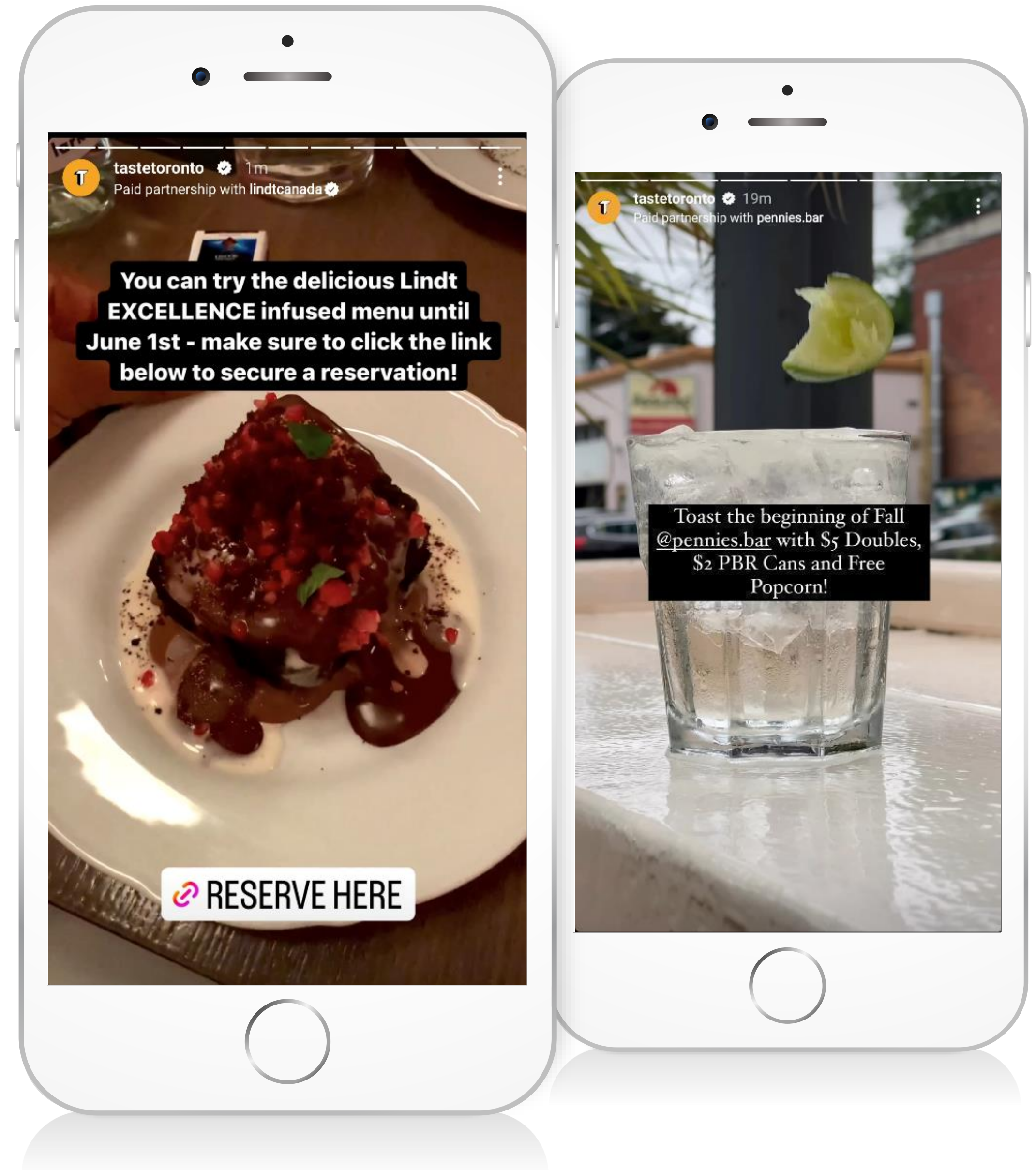
INSTAGRAM STORY

Take Torontonians from farm to table with Instagram Stories

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

FEATURES

- Up to 3 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

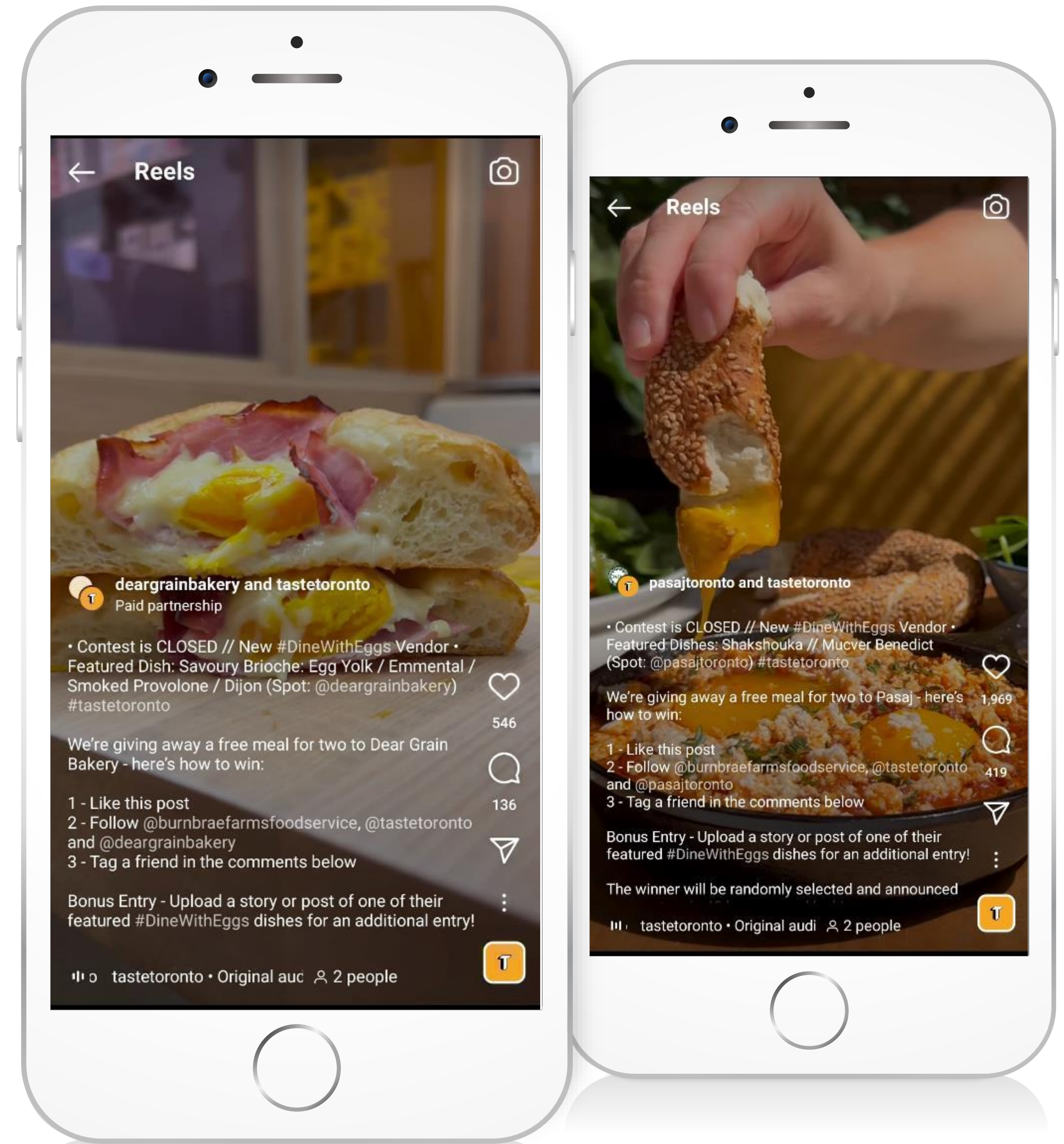


INSTAGRAM CONTEST

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

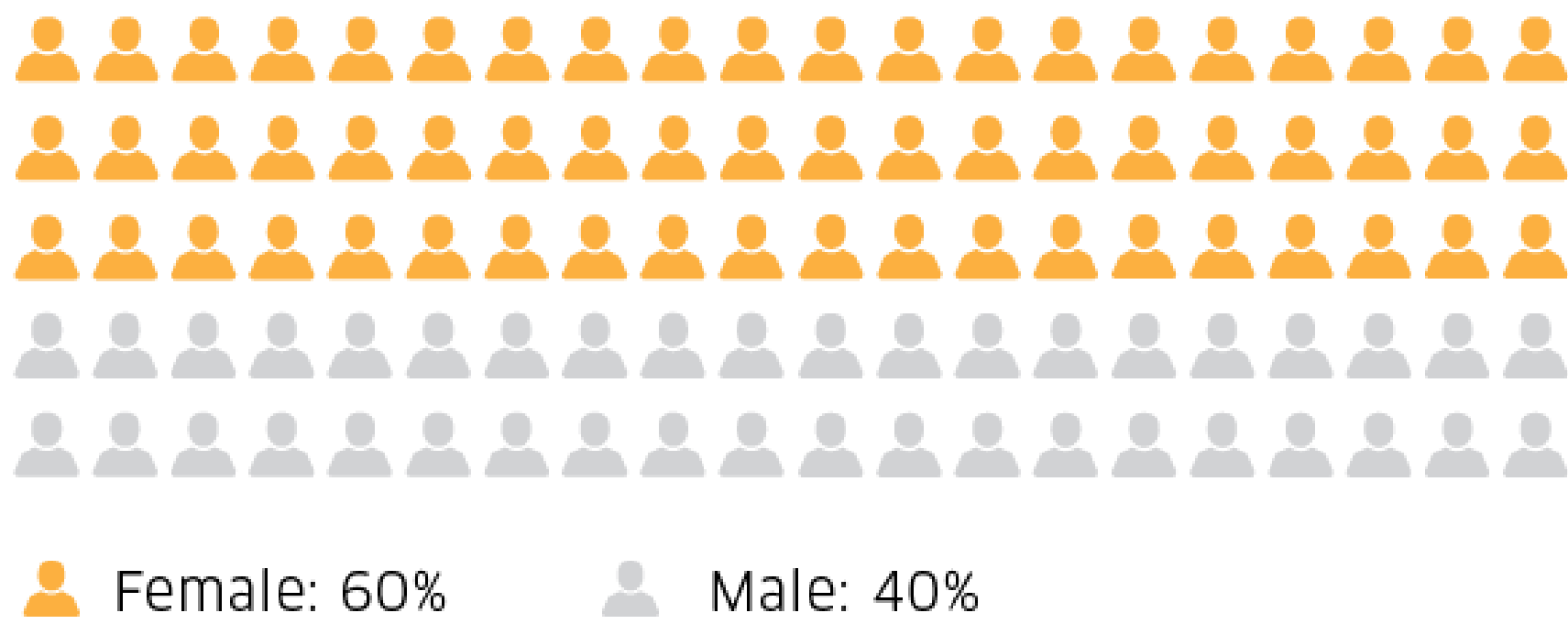
FEATURES

- Instagram Reel taken by Taste Toronto videographer
- 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 Taste Toronto to drive new followers to you

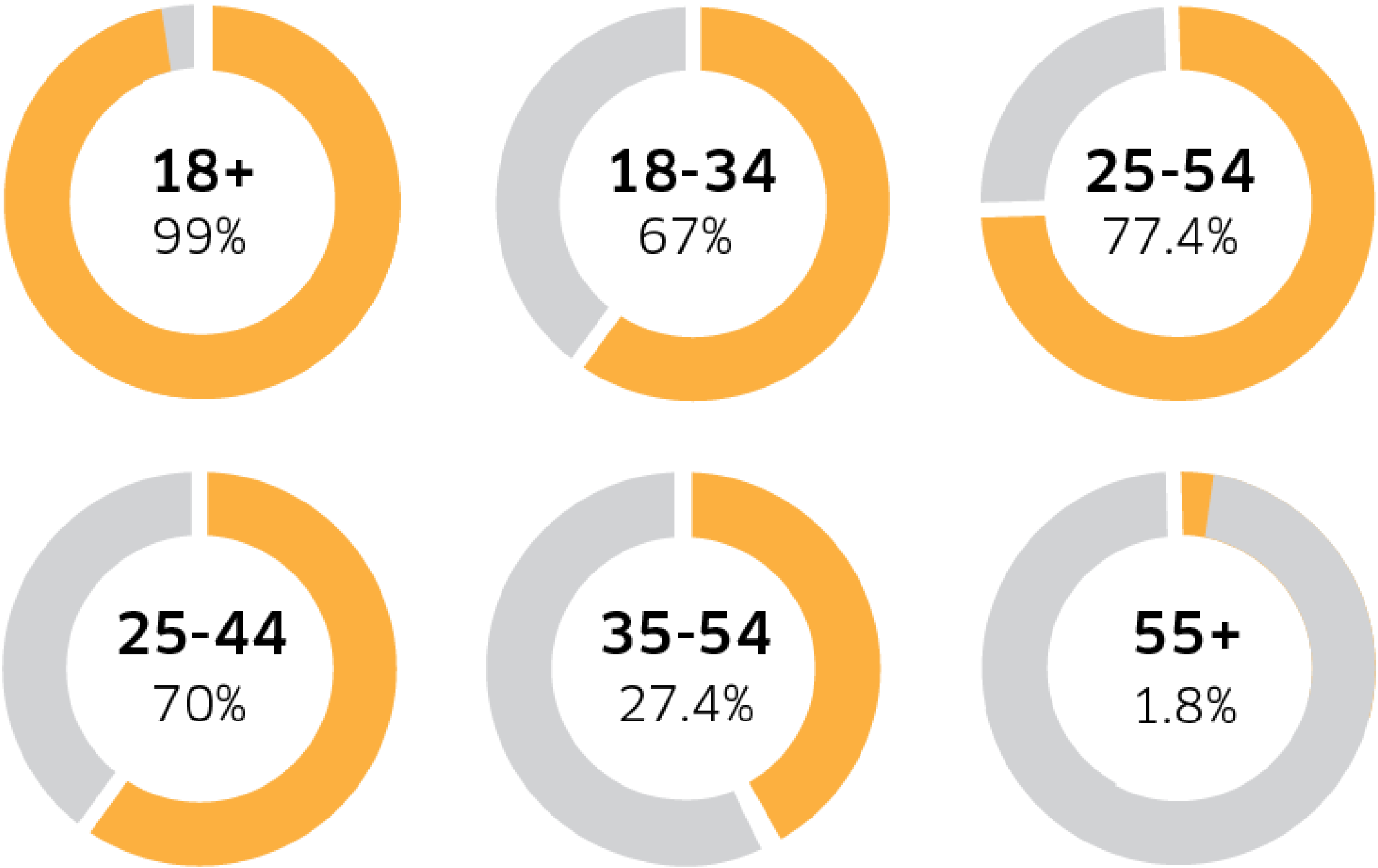


Taste Toronto’s digital audience

Audience gender composition



Audience age composition



Site metrics



Source: Google Analytics October 2022

% composition of unique views

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For more information please contact

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