



MEDIA KIT 2026

TorontoLife

The logo for Toronto Life, featuring the words "Toronto" and "Life" in a stylized, handwritten-style font.

2026 MEDIA KIT

ABOUT *TORONTO LIFE*

Toronto Life is the city's most confident, elevated and influential publication. It helps readers make smart choices about food, shopping and culture. Through gripping feature journalism, *Toronto Life* chronicles the most dramatic, relevant stories of our time. The memoirs, crime stories and investigations into the halls of power make headlines, become essential dinner party conversation and go viral online. The magazine's discerning editors identify the most attractive homes, the best food, most colourful characters, most important issues and most livable neighbourhoods.

Toronto Life sets the agenda, all in a package that's as irresistible as it is indispensable.

SJC

EDITOR'S MESSAGE



"We love it when our readers fall in love with a new restaurant, neighbourhood, shop or product because they've seen it in *Toronto Life*. We try to create a magazine environment that is as dynamic and exciting as the city itself. We hope you'll find a home in our pages, too."

—Malcolm Johnston
Editor-in-chief

MEET OUR AUDIENCE

2,849,400

monthly brand footprint
(print & digital)



PRINT

935,000

readers per issue



DIGITAL

575,800

UVs per month



EMAIL

42,900

subscribers



SOCIAL

1,221,000

followers



F



M



AVERAGE HHI



AVERAGE AGE



COLLEGE+

Print

44%

56%

\$87,921

39

66%

Digital

45%

55%

\$85,792

38

70%

SOCIAL FOOTPRINT



208K+



14.5K+



523K+



448K+

SPENDING POWER

COLLECTIVELY, OUR READERS SPENT:



FRAGRANCE: \$81M
in the P12M



CREDIT CARDS: \$3.3B
monthly average



INT'L TRAVEL: \$2.8B
on their last trip



HOME ELECTRONICS: \$1.7B
in the P2Y



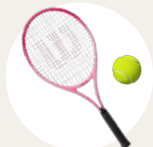
FURNITURE: \$1.8B
in the P12M



FOOTWEAR: \$552M
in the P12M



CLOTHING (M): \$564M
in the P12M



SPORTS EQUIP.: \$1.1B
in the P12M



JEWELLERY: \$579M
in the P12M



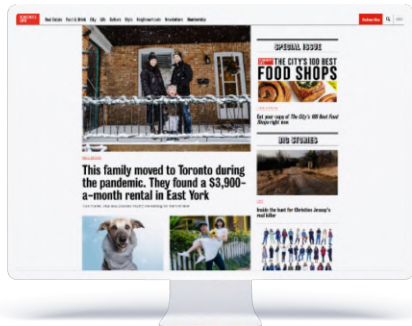
HOME DECOR: \$685M
in the P12M

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Source: Vividata (Fall 2025, Adults 14+)

2026 MEDIA KIT





OUR CONTENT

THIS CITY

Q&A with the most interesting person of the month, an analysis of the month in money, an urban advice column, plus the best in sports, business, society and politics

NAVIGATOR

Great Spaces (featuring the city's best-looking homes and condos), The Chase (a real estate column detailing one homebuyer's journey), along with sections on food, drink, shopping, style, and other lifestyle trends

CULTURE

From theatre, music, art, comedy, opera, and books, we guide Torontonians to the best things to see, do, read and hear in the city each month

IN EVERY ISSUE

THE CHASE

Real Estate

EGO METER

The ups and downs of Toronto in the news this month

GREAT SPACES

Interiors

THE AUDIT

The biggest financial stories of the month

COST OF LIVING

Personal Finance

URBAN DIPLOMAT

A city-dweller's advice column

Q&A

With a prominent Torontonian



WE REACH ONE IN SIX TORONTONIANS

COMPARED TO THE AVERAGE
CANADIAN, *TORONTO LIFE*
READERS ARE:

44%

more likely to buy new products before
most of their friends

39%

more likely to pay more for products
that elevate their status

45%

more likely to be tempted to buy
products they've seen advertised

50%

more likely to equip their HH with the
latest technology

SPECIAL ISSUES



WHERE TO EAT NOW JUNE

The best new spots
and signature dishes
around the city



MOST INFLUENTIAL DECEMBER

Annual ranking of
the people whose
bravery, smarts and
clout are changing
the world as we
know it

EDITORIAL CALENDAR

JANUARY

BIG FEATURE

365 Foodie Secrets for 2026

PLUS

Inside the Battle for The Bay
Best New Gyms

FEBRUARY

BIG FEATURE

Young and Retired

NAVIGATOR

Winter Hater's Guide to Loving
Winter + Best New Burgers

PLUS

"The Multiplex Wars," the battle of
density in Toronto's oldest
neighbourhoods

MARCH

BIG FEATURE

Toronto Saves the World

NAVIGATOR

The Best of Hamilton
+ Private Wine Cellars

PLUS

"I Fell in Love with my AI"

APRIL

BIG FEATURE

City of Renters

NAVIGATOR

Out East Travel Package
+ The Best Vegan

PLUS

"High Drama at TMU" feature

MAY

BIG FEATURE

The Blue Jays Redemption Tour

NAVIGATOR

Best BBQ Platter

PLUS

"The Deepfakes of David Do"

JUNE | SIP

COVER STORY

Best New Restaurants

NAVIGATOR

Real Weddings Roundup

PLUS

The Making of the Toronto Tempo

JULY

BIG FEATURE

The Mayoral Race

PLUS

The Best of Summer Guide — arts,
culture, food, drink and more

AUGUST

BIG FEATURE

The Money Issue
Scandal at the Cottage

PLUS

Taylor Thomson in Love
+ The Single Tax

SEPTEMBER

BIG FEATURE

TL Best Dressed — Featuring NBA
superstar Shai Gilgeous-Alexander

NAVIGATOR

Best New Breakfast Sandwiches

OCTOBER | SIP

BIG FEATURE

The Real Estate Issue

NAVIGATOR

Best of Fall
+ Best Sunday Roasts

NOVEMBER

COMING SOON

DECEMBER

BIG FEATURE

Most Influential
+ Rising Stars

NAVIGATOR

Holiday Gift Guide

PLUS

60th Anniversary Issue
+ City Builders Event

NEWSLETTERS

5
NEWSLETTERS

48%
OPEN RATE

45K
SUBSCRIBERS

.13%
CTR

This City

All the latest about
Toronto this week

THE VAULT

Unforgettable sagas, scoops
and scandals from our archives

Table Talk

A weekly digest of
Toronto food news

Curb Appeal

Everything happening in
Toronto real estate

FRONT ROW

What to do in Toronto,
every week

WHAT WE OFFER

We'll help tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of a devoted *Toronto Life* subscriber, or digital custom content amplified across torontolife.com and our social channels

2026 MEDIA KIT

575K+
Active Users Monthly

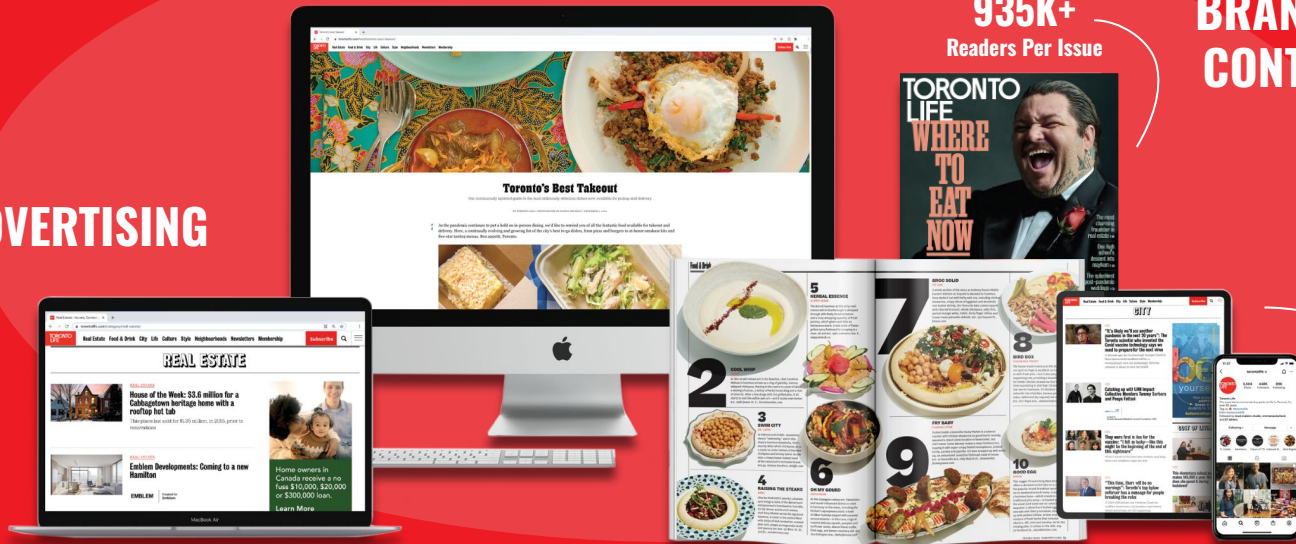
935K+
Readers Per Issue

BRANDED
CONTENT

ADVERTISING

EVENTS

1.3M+
Social Followers



PRINT

2026 MEDIA KIT

ISSUE	SPACE CLOSE	MATERIAL CLOSE	IMPACT DATE	ON-SALE DATE
February	Dec 17	Dec 19	Jan 29	Jan 26
March	Jan 27	Jan 29	Feb 26	Feb 23
April	Feb 24	Feb 26	March 26	March 23
May	March 27	March 31	April 30	April 27
June	April 28	April 30	May 28	May 25
July	May 26	May 28	June 25	June 22
August	June 29	July 2	July 30	July 27
September	July 24	July 28	Aug 27	Aug 24
October	Aug 24	August 26	Sept 24	Sept 21
November	Sept 28	Sept 30	Oct 29	Oct 26
December	Oct 27	Oct 29	Nov 26	Nov 23
January	Nov 24	Nov 26	Dec 24	Dec 21

FREQ.
DISC.

%
DISCOUNT

RATES (NET)

		FULL PAGE	DPS	OBC	IBC	IFC SPREAD	1/2 PAGE	1/3 PAGE
1x	-	\$14,700	\$25,725	\$18,375	\$16,175	\$32,155	\$9,555	\$6,615
3x	25%	\$11,025	\$18,375	-	-	-	\$7,165	\$4,960
6x	35%	\$9,555	\$16,725	-	-	-	\$6,210	\$4,300
12x	45%	\$8,085	\$14,150	-	-	-	\$5,255	\$3,640

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DIGITAL

DIRECT DISPLAY OPTIONS

ROS & RON

Display: \$20/CPM (NET) Video: \$40/CPM (NET)

Run-of-Site (ROS) display allows you to reach a broad audience across *torontolife.com*. For extended reach, Run-of-Network (RON) campaigns deliver your message across the entire *SJC Media* network. Both options offer geo-targeting and category targeting, allowing precise audience refinement based on location and content interests.

Category Takeover

Rate: Ask your sales representative.

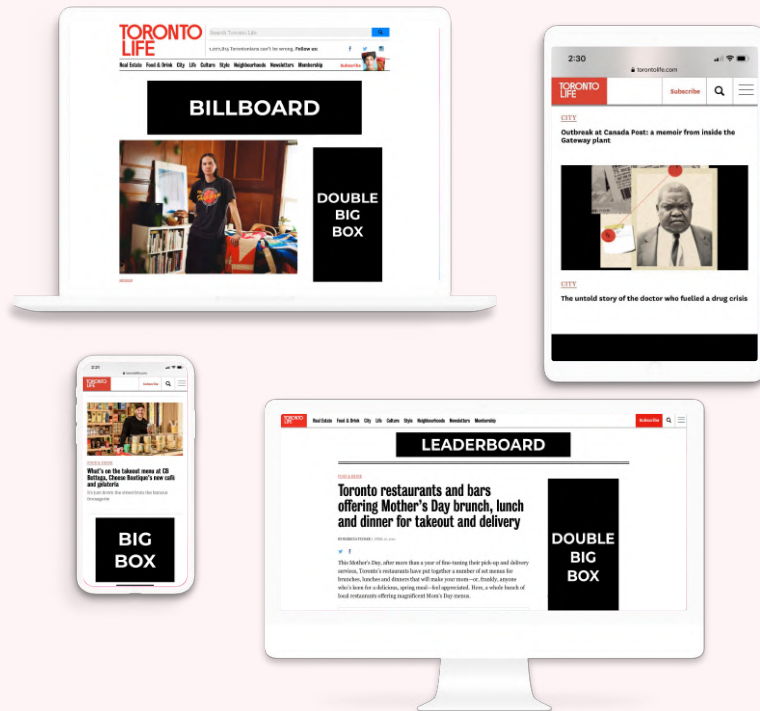
For maximum visibility, opt for a full category takeover to dominate the user experience and ensure your brand stands out. Focus on key content verticals like style, beauty, culture, and more to align with your target audience's interests.

Homepage Takeover + POE

Rate: \$3,600/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 60K Canadian impressions daily on the homepage and most other points of entry (POE).

SJC



Our direct display options allow you to collaborate with our experienced team to craft a custom digital display campaign tailored to your goals. From setup and execution to real-time monitoring, we handle every detail, so you can focus on seeing the results.

DIGITAL

PROGRAMMATIC SOLUTIONS

We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across torontolife.com and the entire *SJC Media* network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

Guaranteed Deals

Programmatic Guaranteed (PG) Deals modernize direct ad buying by offering a more data-driven and automated approach, allowing advertisers to reserve our most premium and guaranteed inventory ahead of campaigns more easily than ever before.

Private Auction

Programmatic Marketplace (PMP) or Private Auction Deals offer more flexibility for media buying, enabling advertisers to use real-time bidding to purchase non-guaranteed impressions with convenience and without commitment, while maintaining the flexibility to buy in real-time.



DIGITAL

SJC AUDIENCE+

Introducing SJC Audience+, our proprietary data-driven advertising platform that delivers more precise targeting, contextual alignment, superior marketing performance, and faster reporting. Advertisers can supercharge their campaigns by leveraging SJC's first-party audience data, gaining valuable consumer insights through:

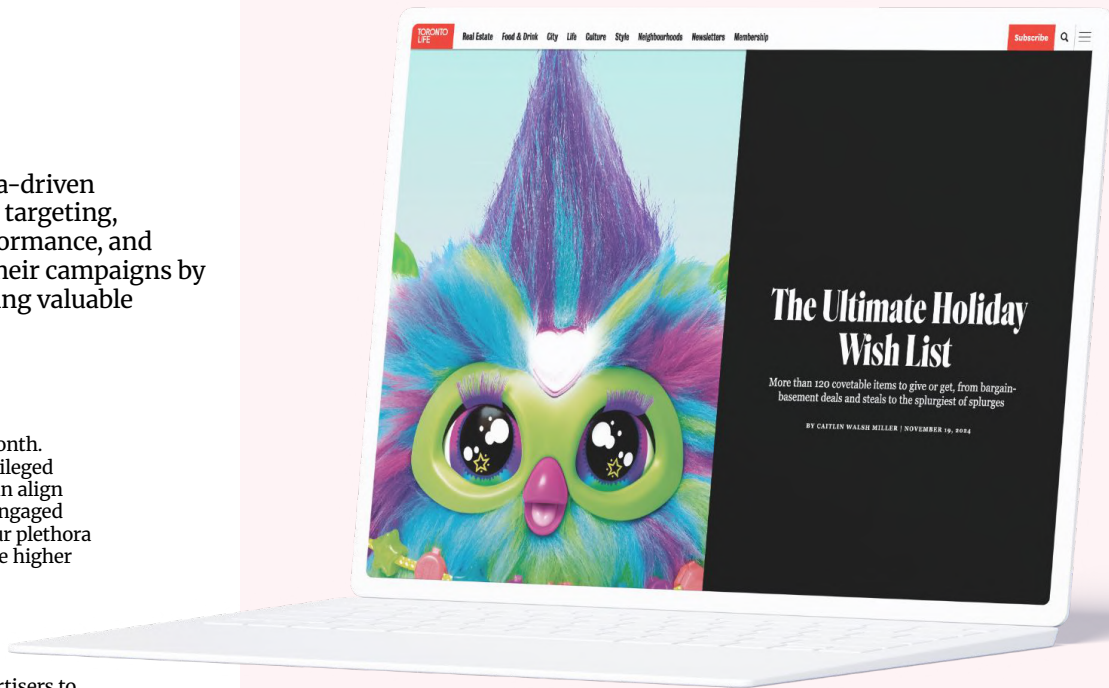
Custom Audience Segments

Our media brands reach millions of Canadians each month. Unlock scale, precision, and performance through privileged access to audiences across our portfolio. Advertisers can align their brand objectives with any of SJC Media's highly engaged cross-brand audiences. Advertisers can also tap into our plethora of niche audiences to drive deeper connections, achieve higher engagement rates and maximize their ROI.

Direct Data Collaboration

Through a secure data clean room, we enable our advertisers to compare their first-party consumer data with ours without compromising customer privacy. The resulting insights allow advertisers to run more targeted—and therefore more efficient and effective—campaigns.

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EMAIL

Subscribers: 8,400+

DEDICATED E-BLAST

Starting at: \$3,600 (NET)

Our e-blast list comprises subscribers who have opted to receive communications from *Toronto Life* partners. Engage this audience with an e-blast designed specifically for your event, promotion or product sampling offer.

NEWSLETTERS

Ad Units: Big Box, Double Big Box, Full Bleed

Starting at: \$6,400 (NET)

Target your message to a highly loyal and receptive audience. Our *Toronto Life* newsletters are deployed multiple times a week to an opt-in list of subscribers, boasting a 48% open rate!

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Display Ads
Product/Link Inclusion
Sponsored Article
Newsletter Takeover

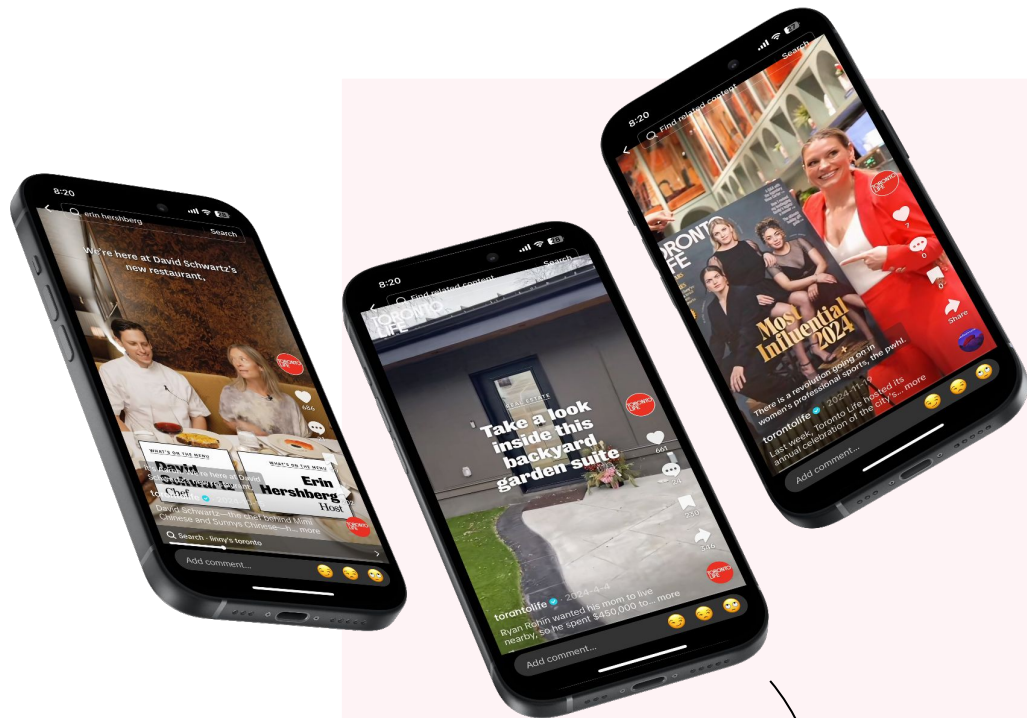


SOCIAL

Starting at: \$2,400 (NET)

With a combined audience of more than 1.3 million, Toronto Life has a proven track record on social. We know how to capture attention and spark engagement across every platform that counts. Over the past year alone, our Facebook content generated more than 47.5 million views.

1.3M+
SOCIAL FOLLOWERS



BRANDED CONTENT

Storytelling is what we do. Let us use our editorial expertise to create content that elevates your brand and ensures engagement with our audience. Through deep collaboration, our team of creatives and project managers will build an editorial partnership that drives your objectives.

INTEGRATED EDITORIAL

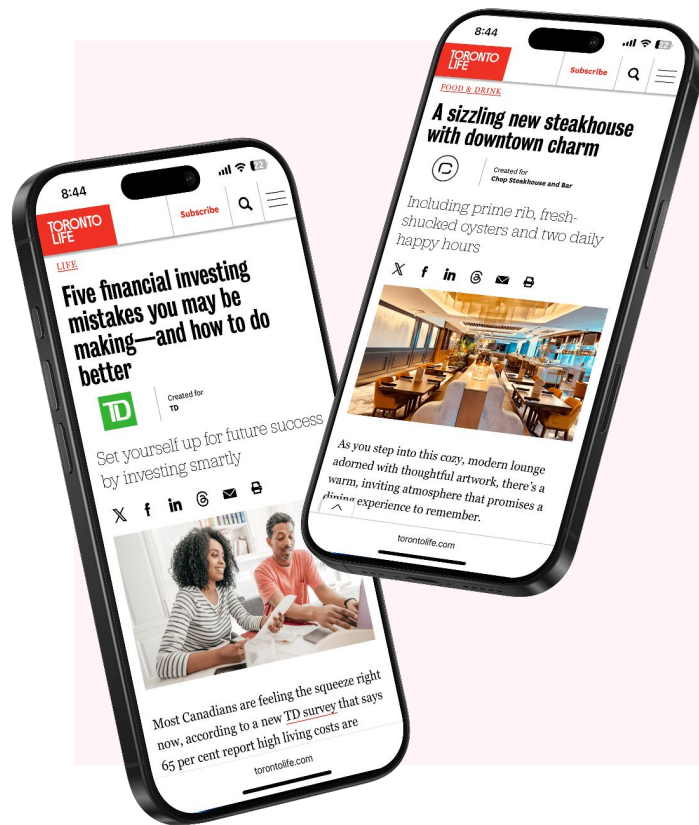
Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content.

The voice, look and feel of the content will match the brand's style.

SPONSORED CONTENT

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations.

The voice, look and feel of the content itself will differ from the brand's style.



CREATE, PUBLISH AND AMPLIFY

Our suite of branded content services is meticulously crafted to offer advertisers unparalleled opportunities to connect with our audience. From expertly written articles that resonate, to immersive digital destinations, to dynamic social and video content, we tailor each aspect to complement your brand.



SJC

CUSTOM ARTICLES

Craft compelling articles tailored to your brand's voice, ready for both print and digital platforms.

PREMIUM DIGITAL DESTINATIONS

Elevate your brand with custom-designed digital spaces, enhancing the reader experience and showcasing your content.

SOCIAL CONTENT

Engage our audience with tailor-made short form videos for platforms like TikTok, and captivating posts for Facebook and Instagram feeds and stories.

PREMIUM NEWSLETTERS

Design impactful dedicated e-blasts or integrate into our popular editorial newsletters to maximize your message's reach.

CUSTOM PHOTO AND VIDEO

Produce editorial-quality photo and video shoots that elevate your custom content to the next level, bringing your vision to life.

CUSTOM DIGITAL ADS

Create eye-catching digital ads, including display, DOOH, video and audio, to amplify your brand's presence.

INFLUENCER COLLABS

Cultivate partnerships with influencers to enhance brand resonance and authentically engage with your audience.

PERFORMANCE MARKETING

Launch campaigns aimed at driving specific consumer actions, boosting conversions and brand engagement.

CONTESTING AND GIVEAWAYS

Efficiently manage contests and giveaways to enhance brand or product awareness and foster email list growth.

CREATED FOR

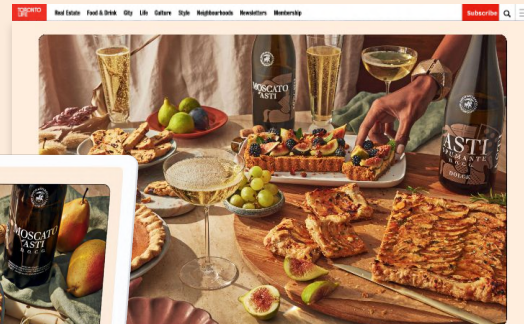


1.15X
PV BENCHMARK

BRANDED CONTENT CASE STUDY

SJC

Toronto Life and Moscato d'Asti and Asti Spumante teamed up this Thanksgiving to create a unique digital experience. Hosted on *Toronto Life's* website, this campaign featured four classic Thanksgiving recipes, each expertly paired with the Italian sparkling wines Moscato d'Asti and Asti Spumante. Emphasizing the wines' compatibility with seasonal desserts like homemade pies and fruit tarts, the campaign was promoted across *Toronto Life's* digital and social channels. This collaboration not only offered culinary inspiration for the holidays but also highlighted the wines' ability to elevate traditional Thanksgiving fare into a festive and elegant dining experience.



WINE AND DESSERT PAIRINGS FOR A SPARKLING THANKSGIVING

Pair classic recipes with these unique Italian bubbles

CREATED FOR



This Thanksgiving, stick with the classics—three-and-a-half centuries guaranteed to please. When it comes to desserts, homemade pies and fruit tarts made with seasonal ingredients, are sure-fire winners. They match beautifully with *Moscato d'Asti* and *Asti Spumante*, two classic Italian sparkling wines known for their food-friendly characteristics. They'll turn your holiday event into a festive occasion.

With each sip, these wines transport you to the hilly, sun-drenched vineyards of the Piedmont region in northern Italy, where Moscato Bianco grapes have grown for centuries. The fragrant varietal, known for its distinctive musky aroma, is used exclusively to create *Moscato d'Asti* and *Asti Spumante*. Just 51 municipalities are authorized to produce these legendary grapes.

When you buy *Moscato d'Asti* and *Asti Spumante*, look for those all-important four letters following the name: DOCG. They stand for *denominazione di origine controllata e garantita*, or controlled and guaranteed designation of origin. It's your assurance that your origin wines of superior quality that have met strict standards for everything from alcohol content to wine aging, set by the Italian government. The DOCG designation allows you to purchase authentic Italian wines with confidence.

PERFECT PAIRINGS FOR FALL DESSERTS

Moscato d'Asti and *Asti Spumante* have many similarities and share long histories, but they are wonderfully different, too. Knowing their distinct qualities will help you make the best wine pairing choices.



SIGNATURE & CUSTOM EVENTS

Whether it's sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

MARKETING, AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets, as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content.

Opportunity for print, digital and/or social post-event coverage.



OUR SIGNATURE EVENTS



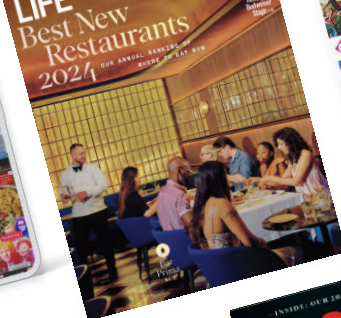
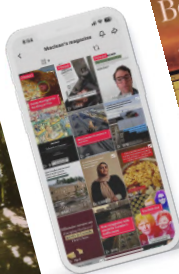
MEMBERSHIP: TL INSIDER

Looking to capture the attention of *Toronto Life*'s most engaged members and readers? Consider the many integrated advertiser opportunities available through TL Insider—our paid membership program that offers the very best of the city. Members receive a wide variety of exclusive benefits, such as:

- Intimate food and drink experiences
- Fireside Chats and Thought Leadership Panels with the most interesting people in Toronto
- One-of-a-kind cooking and cocktail master classes
- Contests and product giveaways every month
- Print subscriptions to both *Toronto Life* and *FASHION* magazine



Toronto
Life



2026 MEDIA KIT

MEET SJC MEDIA

Toronto Life is published by SJC Media, the largest magazine publisher in Canada. Our trusted brands serve communities of loyal fans, which can be leveraged by our advertising partners. We produce best-in-class content through our premium print, digital and social pillars.

Our reach extends coast to coast, touching more than 23 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

SJC

**WE ARE BEYOND CONTENT.
WE ARE SJC MEDIA.**

CanadianBusiness

HELLO!
CANADA

MACLEAN'S

CHATELAINE

**Today's
Parent**

FASHION

**TORONTO
LIFE**