

every story has power and purpose

SHE
DOES
THE
CITY. ■

2025 MEDIA KIT

Our History & Mandate

SheDoesTheCity was founded in 2007 by Jen McNeely as a blog for young women in Toronto who wanted to read about events and experiences in a voice that felt real.

Today, we are an inclusive arts, entertainment and lifestyle platform that prioritizes women, non-binary, and trans voices in a bright and uplifting way.

We are a respected resource for those seeking culture and fun, and when necessary, a forum to discuss some of life's more challenging topics that affect our readers.



So, what do we do?

We cover books, music, film, television, food, culture, and events while constantly asking ourselves the question: **How can creativity lead the way to a brighter future?**

We're interested in working with brands that are thought leaders and agents of change and admire companies that take risks and who aren't afraid to reinvent themselves.

Let us help you tell your story, and in doing so, we invite you to become part of ours.



Series & Columns at SheDoesTheCity



[Artist of the Month](#)



[Monthly Book Round-Ups](#)



[Happy Hour \(upcoming\)](#)

in depth happy chats
over food & drink

Series & Columns at SheDoesTheCity



Weekly Toronto Best Bets



What To Watch



Feast Your Eyes (upcoming)
monthly dining & event/film pairings

SheDoesTheCity by the Numbers

our socials



28,280+ Instagram Followers



13,000+ Facebook Page Fans



2,200+ Newsletter Subscribers

38% Newsletter Open Rate



5,100+ Threads Followers

Platforms we are developing:



our site

100,000+ pageviews per month

65,000+ users per month

1.2 Million+ visitors in 2024

772,000+ new visitors in 2024

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Our Demographic

AGE:

18-34: 37.8%

35-44: 34.4%

45-54: 16.2%

GENDER:

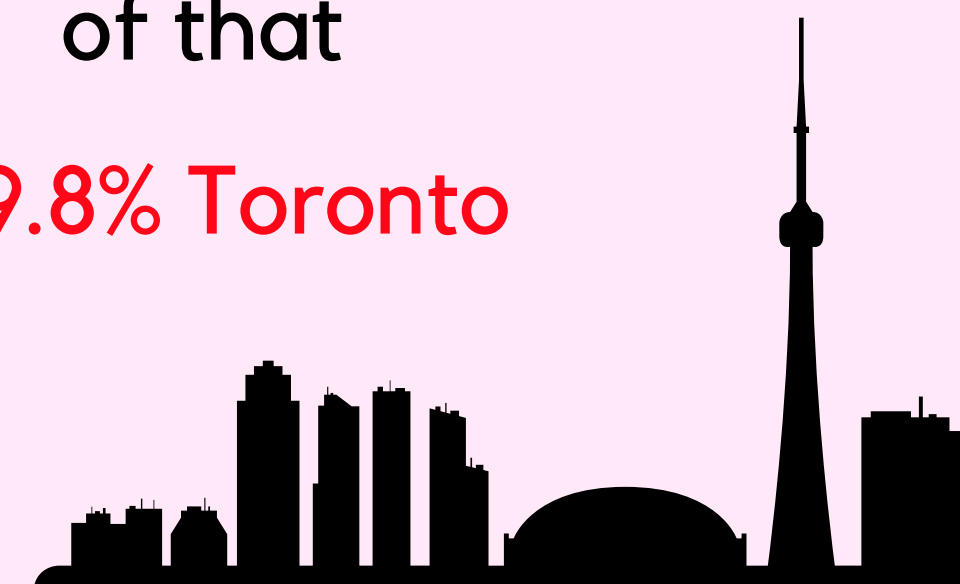
82.5% women

LOCATION:

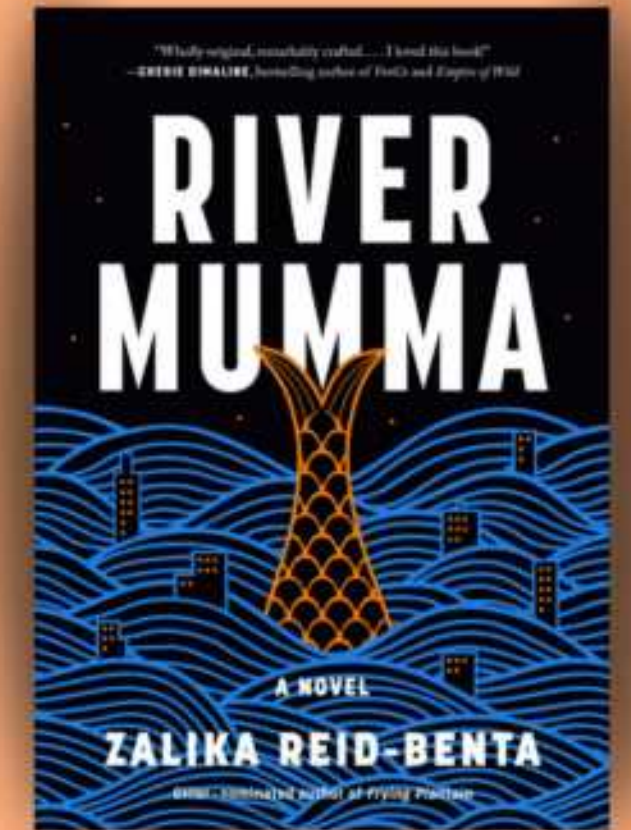
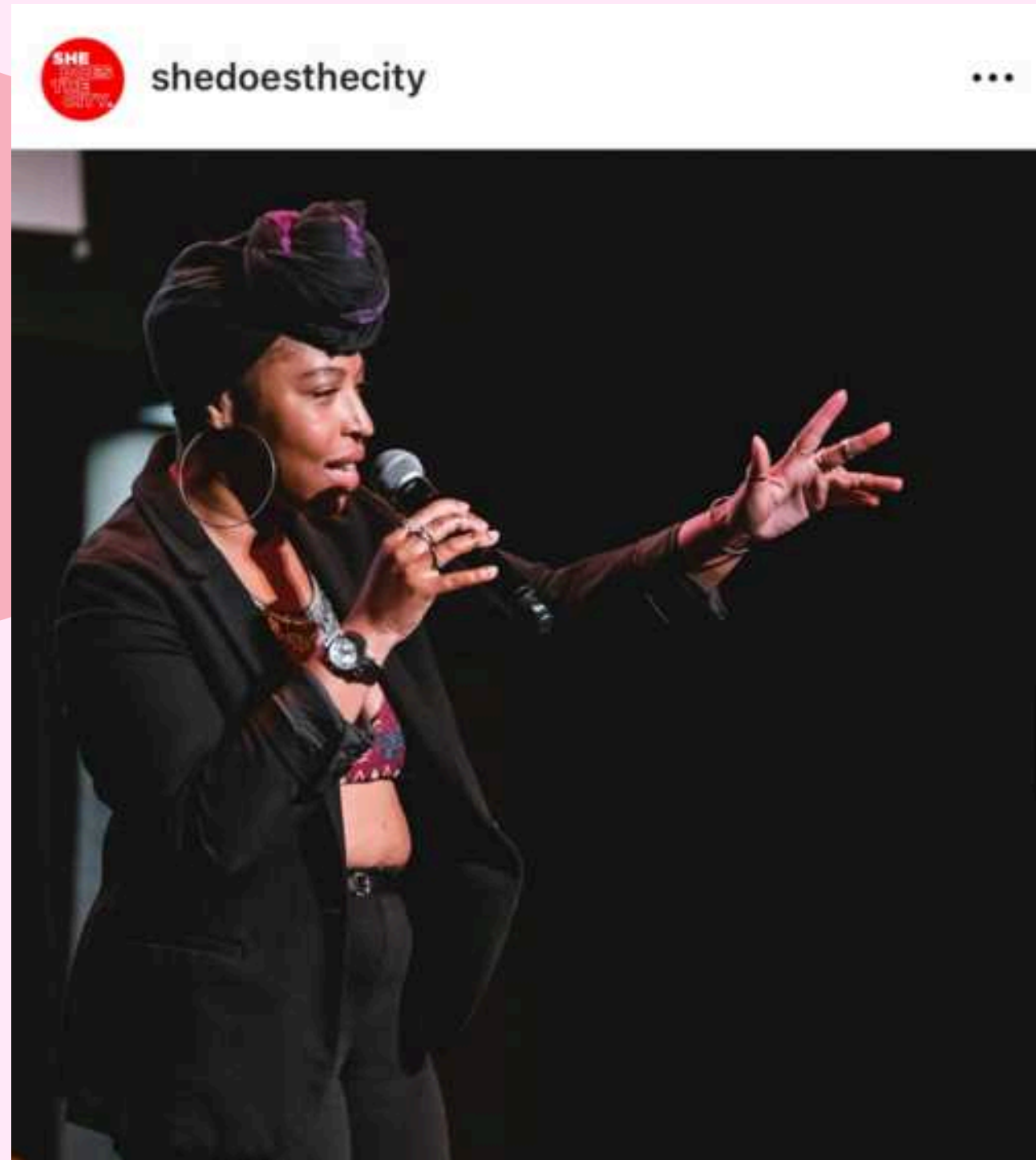
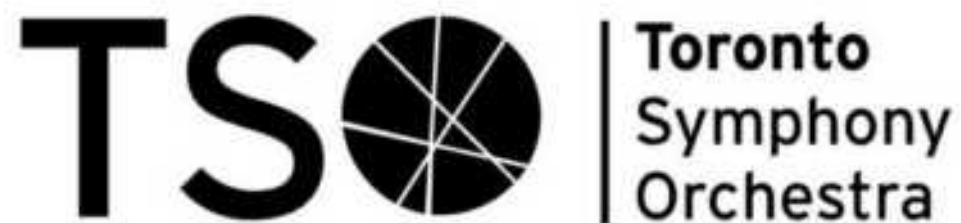
88.6% Canada

of that

59.8% Toronto



Brand Partnerships



Brand Partnerships cont'd

Soulpepper

NETFLIX

VENUS Fest.

AGO
Art Gallery of Ontario

ROM
ROYAL
ONTARIO
MUSEUM

WA
WORKMAN
ARTS

eOne

Toronto
International
Festival of
Authors

firecracker
DEPARTMENT

RATE CARD

Banner Ads

Leaderboard (728x90px):
\$3000 per month OR \$50 per
thousand impressions

Rectangle (300x250px):
\$1200 per month OR \$35 per
thousand impressions

Sponsored Content

Blog Post: \$3000

Event Photo Gallery: \$4000

Newsletter Sponsorship

Dedicated Newsletter: \$3000

Newsletter Blurb: \$800

Social Media Promotion

Instagram Post: \$2000

Instagram Reel: \$3000

Instagram Story (3 frames): \$900

Threads Post (3 threads): \$900

Facebook Post: \$950

TikTok: \$1500

Social Package A (includes 1 IG post, 1 IG story, 3 thread posts, 1 Facebook post): \$3300

Social Package B (includes 1 Reel, 1 TikTok, 1 IG story, 3 thread posts, 1 Facebook post): \$5000

SDTC AD Bundle (includes Social Package B + Newsletter Blurb & Blog Post): \$6500

SPECIALS

3 month promotion

Social Package A x 3: \$9000 (9.09% off)

Social Package B x 3: \$13,500 (10% off)

SDTC AD Bundle x 3: \$16,575 (15% off)

6 month promotion

Social Package A x 6: \$17,200 (13.13% off)

Social Package B x 6: \$25,500 (15% off)

SDTC AD Bundle x 3: \$31,200 (20% off)

12 month promotion

Social Package A x 12: \$30,000 (24.24% off)

Social Package B x 12: \$45,000 (25% off)

SDTC AD Bundle x 3: \$54,600 (30% off)

Returning Partners

10% off of first purchase of Social Package A, B, or SDTC AD Bundle. Expires March 2025