

SheDoesTheCity.

SPEAK TO THE WOMEN WHO SHAPE THE CITY.

TORONTO - EST. 2007

1.2M+

ANNUAL VISITORS

38%

NEWSLETTER
OPEN RATE

82.5%

WOMEN
AUDIENCE

65K+

MONTHLY USERS

OUR REACH

- 18-44 women and gender diverse readers (72.2% of audience)
- 88.6% Canadian, 59.8% Toronto
- 28K Instagram followers
- 13K Facebook fans
- Past Partners Include: AGO, Toronto Symphony, Soulpepper Theatre, Simon & Schuster, Penguin Random House

WHAT WE DO

Toronto's home for culture, film, books, lifestyle and the stories that matter. Championing women and gender-diverse voices since 2007.

ENTRY

A NEWSLETTER
SPONSORSHIP

\$4,500

- 4 Newsletter placements
- Dedicated social post
- Impact Brief (performance snapshot)

MOST POPULAR

B INTEGRATED
CAMPAIGN

\$6,750

- Everything in Package A
- 1 branded editorial article
- Social amplification (3 posts)
- Impact Brief

PREMIUM

C SIGNATURE
SERIES

\$9,000

- 3-part branded editorial series (one theme)
- "Presented By" branding
- Newsletter hero placement
- Social amplification

CONTENT SERIES & PLACEMENT OPPORTUNITIES

- **Artist Of The Month**
In depth Instagram feature + editorial profile
- **Monthly Book Round-Ups**
Editorial read by our most engaged audience
- **Toronto Best Bets (Weekly)**
The go-to guide for what to do in the city
- **What To Watch**
Film & TV editorial with strong reader click-through

for any interest or inquiries please contact michael@shedoesthecity.com