

# 416 MAG

TORONTO'S  
COMMUNITY  
SCENE  
MAGAZINE

## The 416 Magazine 2016 Advertising Rates

The Dean Maher Media Group  
the416magazine.com  
contact@the416magazine.com  
(416) 671-4422

AD TYPE	2 OR MORE AD PLACEMENTS*	ONE TIME AD PLACEMENT*
Full page	\$562.50	\$675
Half page	\$437.50	\$525
Quarter page	\$312.50	\$375
First two pages (inside front cover)	\$812.50 each	\$975 each
Last two pages (inside back cover)	\$612.50 each	\$775 each
Back cover	\$2500.00	\$3000

\*prices do not include 13% HST

Rates are based on a circulation of 15,000 print copies published quarterly in March, June, September, and December.

Exact size specifications for ads are found on the following page.

### DESIGN NOTES:

Keep important information inside the dashed lines that indicate the safe space. Content outside the safe space may be trimmed from the page.

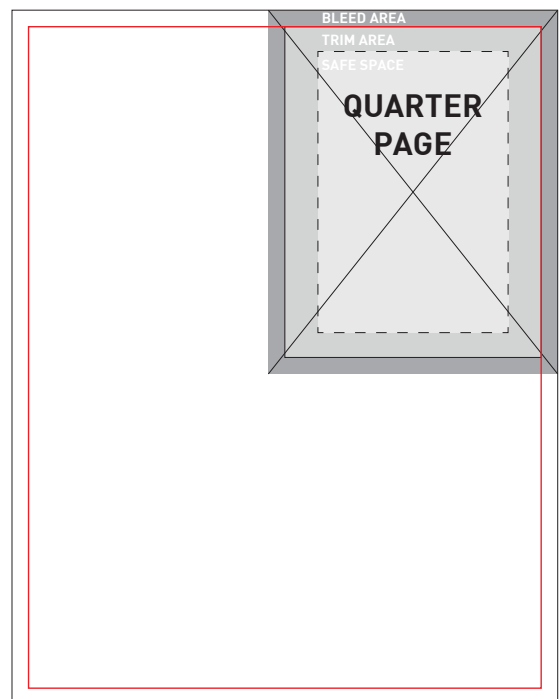
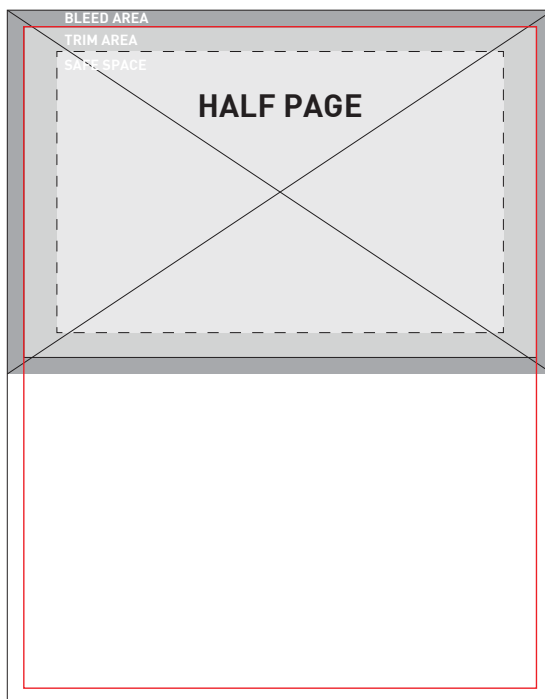
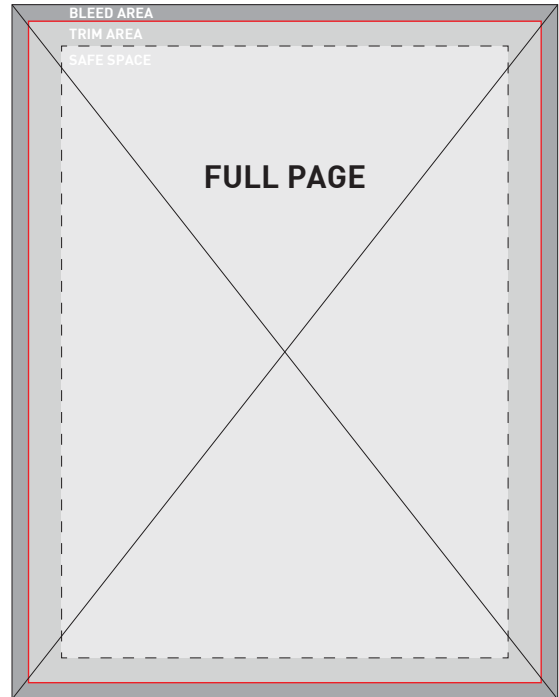
Extend all graphic elements to the bleed line on all four sides (0.25in on all sides). The indicated bleed area should be the size of the final document that you send us.

### TECHNICAL NOTES:

PDF files are preferred, high-resolution JPEG images (300dpi) are also acceptable.

Files must be in CMYK colour space (no RGB or spot colour).

AD SIZE	SPECIFICATIONS
Full page	Trim (actual) area: <b>7.75in x 10in</b> Area with bleeds: <b>8.25in x 10.5in</b> Safe space: <b>6.75in x 9.25in</b>
Half page	Trim (actual) area: <b>7.75in x 5in</b> Area with bleeds: <b>8.25in x 5.5in</b> Safe space: <b>6.75in x 4.25in</b>
Quarter page	Trim (actual) area: <b>3.875in x 5in</b> Area with bleeds: <b>4.375in x 5.5in</b> Safe space: <b>2.875in x 4.25in</b>



The 416 Mag is Toronto's Community Scene Magazine available in both print and online.

416 Mag is a free quarterly community based magazine published March, June, September and December. The magazine's geographic target area is the Spadina – Fort York federal riding (map attached) and within the Bloor/University Subway Stations located in the downtown core. The special featured neighbourhoods are CityPlace, Fort York and Liberty Village and its millennial demographic.

Outside the featured neighbourhoods, the magazine will target other neighbourhoods such as the Distillery District, Waterfront, South Core, King West, Queen West and surrounding areas south of Dundas Street West.

Free Print Distribution: 15,000

4,000 - Hand delivery at street level to pedestrians throughout the downtown core and in select neighbourhoods (CityPlace, Fort York and Liberty Village), businesses, condos, apartment buildings, community centres and libraries upon request copies. Hand delivery to readers will be the focus for 3,000 magazines.

11,000 - throughout Toronto subway stations

Online presence - [www.416Mag.ca](http://www.416Mag.ca)

Courtesy Statistics Canada

National Household Survey Profile riding, Spadina--Fort York, Ontario, 2011

Includes neighbourhoods, Distillery District, Waterfront, South Core, CityPlace, Fort York, Liberty Village, King West, Queen West and surrounding areas south of Dundas Street West

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Total population: 2011

Total: 81,280

Male: 40,510

Female: 40,770

Age range of the population (2011)

20 – 34 years old: 37,850

35 – 64 years old: 30,465

Median age: 33

## Mode of transportation

	Total	Male	Female
	51,115	26,265	24,850
Car, truck or van - as a driver	13,875	8,225	5,645
Car, truck or van - as a passenger	1,150	445	705
Public transit	16,430	7,665	8,765
Walked	16,840	8,500	8,340
Bicycle	2,200	1,110	1,090
Other methods	615	320	295

## Median commuting duration

	Total	Male	Female
	51,115	26,270	24,845
Median commuting duration	25.1	21.0	25.3

## Time leaving for work

	Total	Male	Female
	51,115	26,270	24,845
Between 5 and 6:59 a.m.	4,820	2,805	2,015
Between 7 and 9:00 a.m.	36,575	18,190	18,380
Anytime after 9:00 a.m.	9,725	5,275	4,450

Average individual income (in thousands of dollars)	Total	Male	Female
	56,771	67,457	46,037

Since many individuals share accommodations, as roommates, we're using individual incomes rather than household income.

The City of Toronto Wards that are part of Spadina – Fort York  
Ward 28, Toronto Centre – Rosedale  
Ward 19 & 20 – Trinity Spadina

## Ward 19 Profile

### HIGHLIGHTS ■ Ward ■ Toronto

#### Population

Ward Population  
**57,240**



**35 yrs**  
Median Age

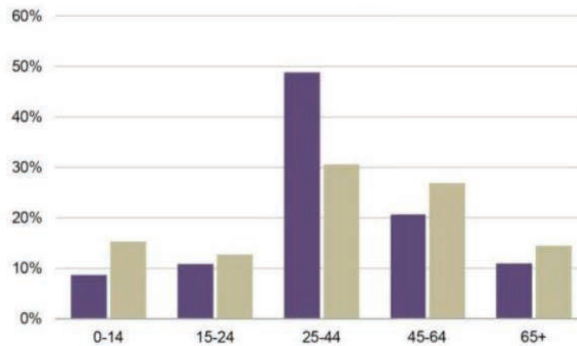
Population Density



**8.29**  
thousand people  
per km<sup>2</sup>

**39 yrs**  
Median Age

2011 Population By Age Group



#### Households

**30.9%**  
live in apartment  
buildings of  
5 or more storeys



**41.0%**  
live in apartment  
buildings of  
5 or more storeys

**39.6%**  
live in apartment  
buildings of less  
than 5 storeys



**15.6%**  
live in apartment  
buildings of less  
than 5 storeys

**8.0%**  
live in row /  
townhouses



**5.8%**  
live in row /  
townhouses

**21.5%**  
live in houses



**37.6%**  
live in houses

#### Key Facts

**25.2%**

children 25 years of age  
or more living at home

**17.9%**

children 25 years of age  
or more living at home

**8.2%**

with no knowledge of  
english or french

**5.3%**

with no knowledge of  
english or french

**2.05**

persons per  
household

**2.46**

persons per  
household

**40.8%**

one person  
households

**31.6%**

one person  
households

## Ward 20 Profile

### HIGHLIGHTS ■ Ward ■ Toronto

#### Population

Ward Population  
**76,600**



**33 yrs**  
Median Age

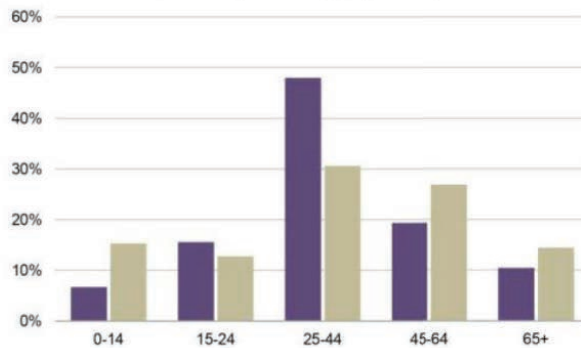
Population Density



**10.27**  
thousand people  
per km<sup>2</sup>

**39 yrs**  
Median Age

2011 Population By Age Group



#### Households

**64.3%**  
live in apartment  
buildings of  
5 or more storeys



**41.0%**  
live in apartment  
buildings of  
5 or more storeys

**24.4%**  
live in apartment  
buildings of less  
than 5 storeys



**15.6%**  
live in apartment  
buildings of less  
than 5 storeys

**3.6%**  
live in row /  
townhouses



**5.8%**  
live in row /  
townhouses

**7.7%**  
live in houses



**37.6%**  
live in houses

#### Key Facts

**21.5%**

children 25 years of age  
or more living at home

**17.9%**

children 25 years of age  
or more living at home

**5.6%**

with no knowledge of  
english or french

**5.3%**

with no knowledge of  
english or french

**1.78**

persons per  
household

**2.46**

persons per  
household

**51.0%**

one person  
households

**31.6%**

one person  
households

## Ward 28 Profile

### HIGHLIGHTS ■ Ward ■ Toronto

#### Population

Ward Population  
**66,585**



**37 yrs**  
Median Age

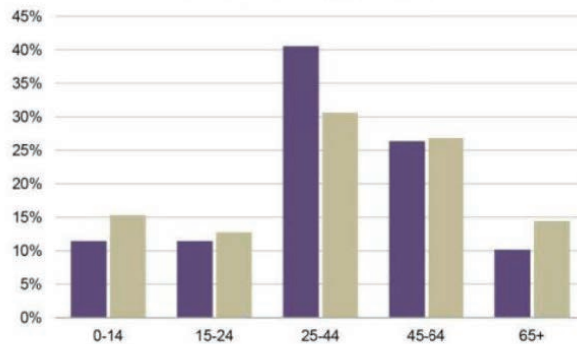
Population Density



**7.21**  
thousand people  
per km<sup>2</sup>

**39 yrs**  
Median Age

2011 Population By Age Group



#### Households

**77.9%**  
live in apartment  
buildings of  
5 or more storeys



**41.0%**  
live in apartment  
buildings of  
5 or more storeys

**11.7%**  
live in apartment  
buildings of less  
than 5 storeys



**15.6%**  
live in apartment  
buildings of less  
than 5 storeys

**6.4%**  
live in row /  
townhouses



**5.8%**  
live in row /  
townhouses

**4.0%**  
live in houses



**37.6%**  
live in houses

#### Key Facts

**13.4%**

children 25 years of age  
or more living at home

**17.9%**

children 25 years of age  
or more living at home

**3.4%**

with no knowledge of  
english or french

**5.3%**

with no knowledge of  
english or french

**1.83**

persons per  
household

**2.46**

persons per  
household

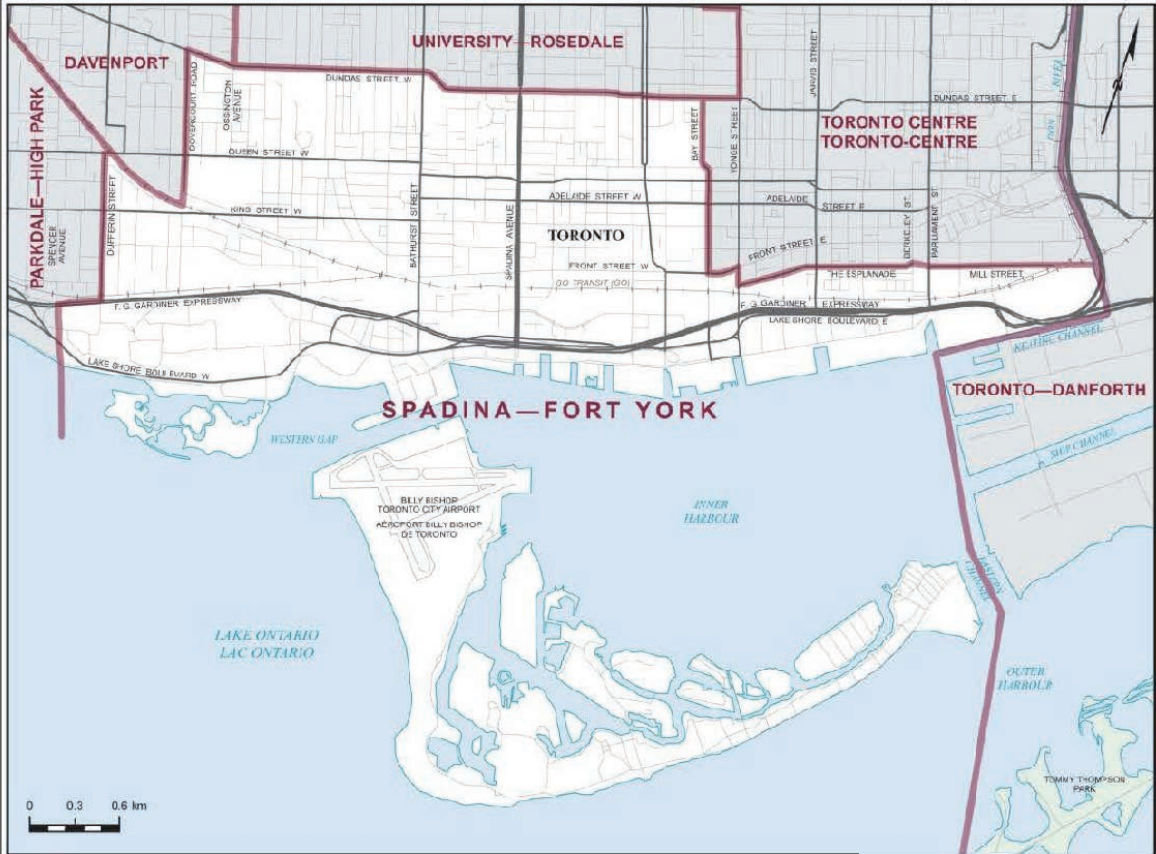
**50.6%**

one person  
households

**31.6%**

one person  
households

**SPADINA—FORT YORK**



Representation Order of 2013  
Décret de représentation électorale de 2013

Statistics are courtesy of Statistics Canada, 2011  
National Household Survey Profile riding, Spadina--Fort York, Ontario, 2011  
Ward 19, 20 and 28 Ward Profiles courtesy the City of Toronto

Advertising/rate card contact:

To view the 416 Mag online visit [www.the416magazine.com](http://www.the416magazine.com)  
[contact@the416magazine.com](mailto:contact@the416magazine.com)  
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