

416 MAG

TORONTO'S
COMMUNITY
SCENE
MAGAZINE

The 416 Magazine 2016 Advertising Rates

The Dean Maher Media Group
the416magazine.com
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(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 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.

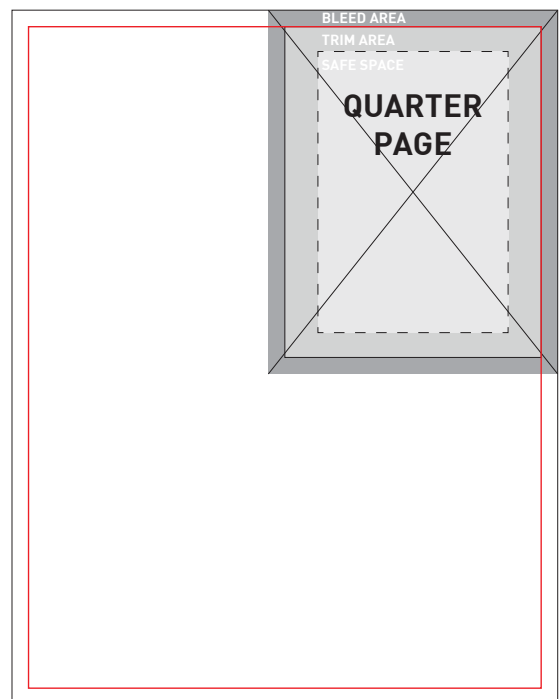
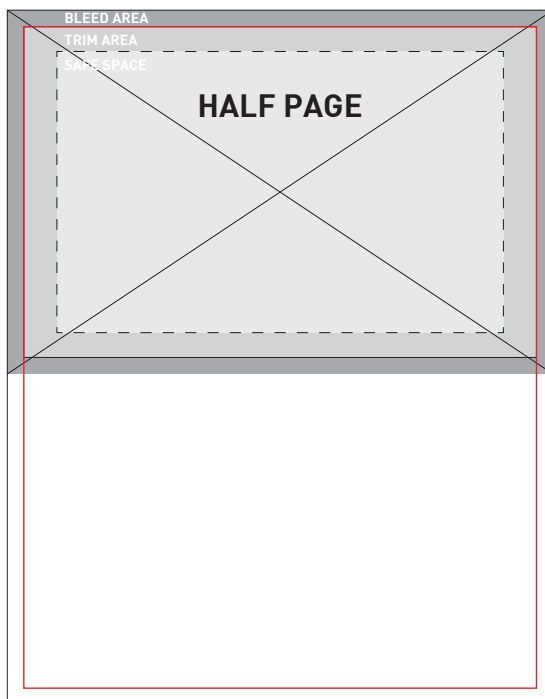
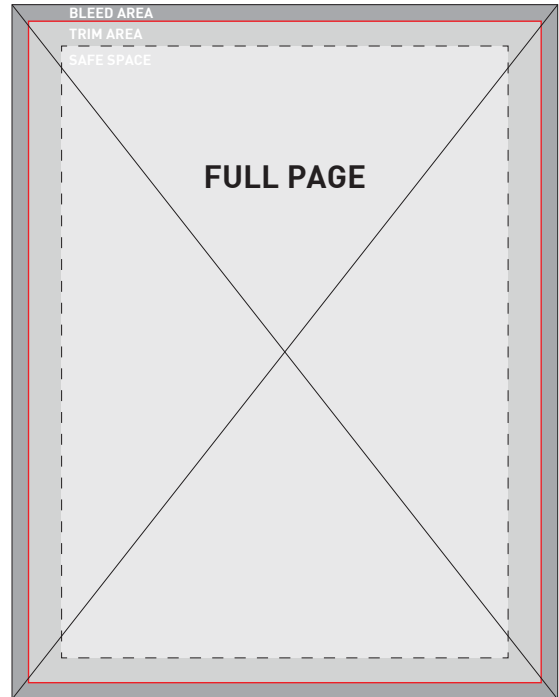
Extend all graphic elements to the bleed line on all four sides (0.25in on all sides). The indicated bleed area should be the size of the final document that you send us.

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: 7.75in x 10in Area with bleeds: 8.25in x 10.5in Safe space: 6.75in x 9.25in
Half page	Trim (actual) area: 7.75in x 5in Area with bleeds: 8.25in x 5.5in Safe space: 6.75in x 4.25in
Quarter page	Trim (actual) area: 3.875in x 5in Area with bleeds: 4.375in x 5.5in Safe space: 2.875in x 4.25in



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 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

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

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

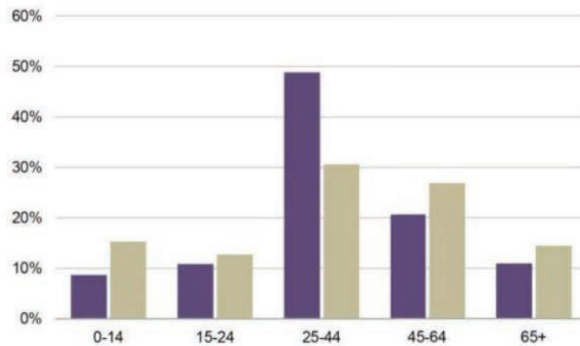
Population Density



8.29
thousand people
per km²

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

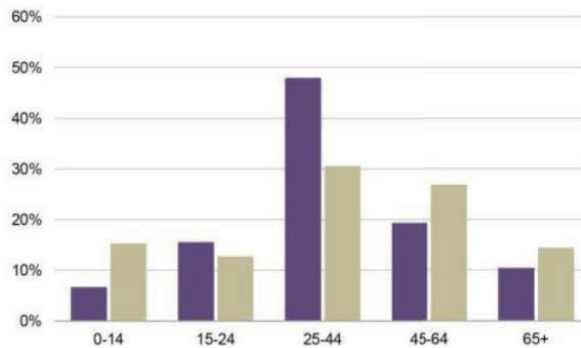
Population Density



10.27
thousand people
per km²

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

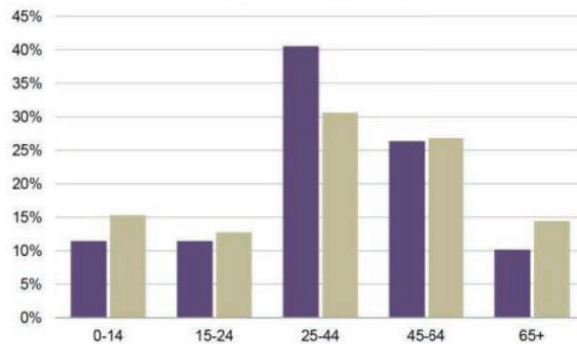
Population Density



7.21
thousand people
per km²

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

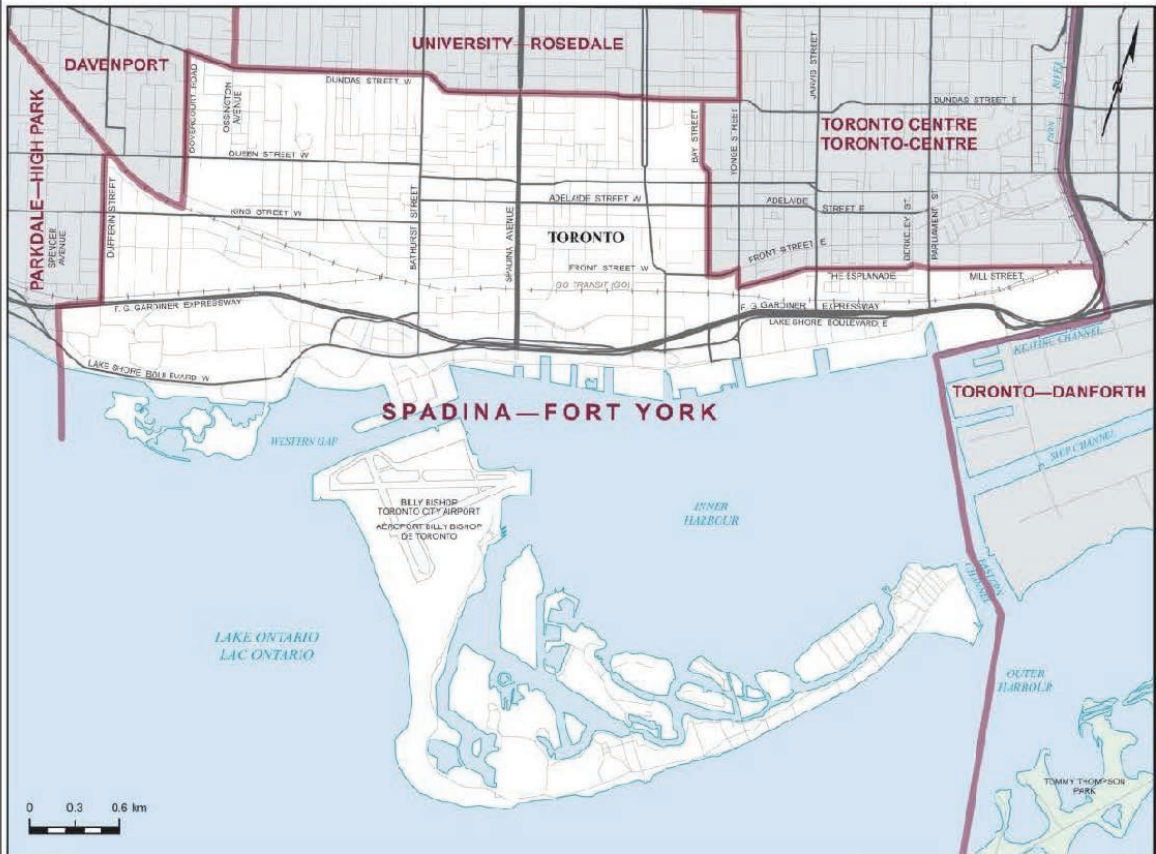
31.6%

one person
households

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MAGAZINE

SPADINA—FORT YORK



Représentation 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
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416.671.4422
Dean Maher