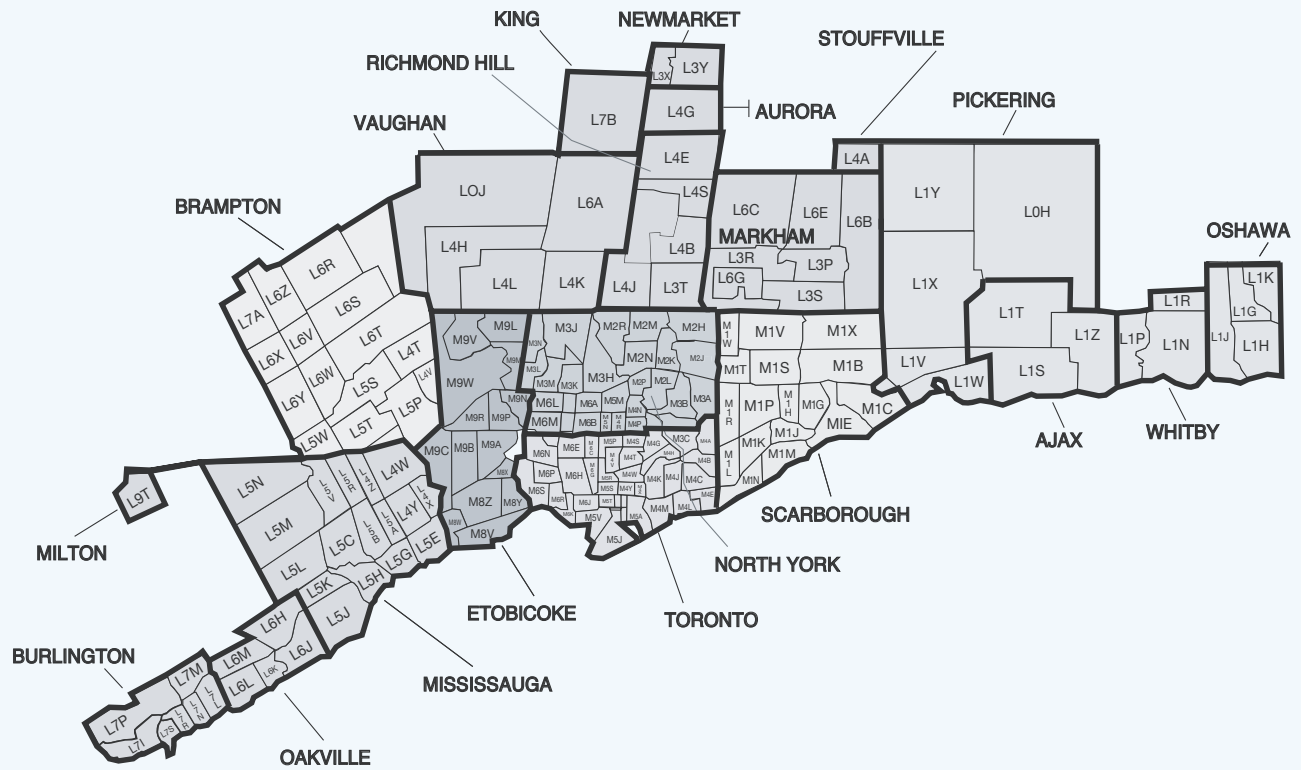




Free Monthly 2008 Media Kit





Are you getting enough 19–39 year olds to your club or place of business?

The statistics are compelling: young adults make high-impact purchasing decisions. These consumers can pledge allegiance to your brand—or your competitors’—for life.

**If you’re looking to put yourself in front of 100,000 readers
and 800,000 impressions a month, well you’ve found it!**

Promote yourself to this attractive crowd!

CIRCULATION WHAT'S IT ABOUT

Readership: **100,000**
 Total Circulation: **25,000**
 Distribution Locations: **300**

While we realize that there are already tons of newspapers and magazines in the GTA, our goal in creating TOsports Magazine was to create a magazine that appeals to the large group of individuals, like ourselves, who love sports.



FREE MONTHLY

Promo Team Hand Out **40%**
 Sports Bars/Pubs **30%**
 Mailed (Sports Clubs/Leagues) **10%**
 University/Collages **8%**
 Sporting Good Stores **7%**
 Events **5%**

TOsports Magazine will provide detailed information about the awesome abundance of active sport opportunity available in our backyard.

The Adventures of Captain Fanatic will give our readers something to laugh about, a spoof on sports fans and the "Where to Catch the Game Guide", our Sports Directory provides an exclusive online search mechanism so that any individual can find their local sporting activity fast!

Our Promo Team will hand out TOsports Magazine to sports fans after Leaf, Raptor, Blue Jay, Argo, Rock, Toronto FC games. We will include promotional giveaways after junior hockey games in Mississauga, Brampton and Oshawa, hockey tournaments and soccer tournaments.

TOsports magazine will be published monthly and will deliver a fun look at the sports scene and what matters to sports fans. With a mix of long, medium, and short articles we truly look forward to becoming part of this city and hope you have fun reading the magazine!!!

TOsports Advertising team completed a recent survey of GTA Sports Fans aged 19-39, of the 400 people surveyed 302 said they would be a regular reader of the free-distributed TOsports Magazine, they also said this...

Favourite GTA Sports Team

Toronto Maple Leafs	54%	Toronto Raptors	14%
Toronto Blue Jays	14%	Toronto Argos	7%
Toronto FC	1%	Other	5%

Where do they shop for sporting goods	
Sports Check	19%
Sports Mart	13%
National Sports	11%
Sporting Life	10%
Bass Pro Shop	6%
Other	41%

www.TOsports.ca web site is updated 10+ times a day! With over 100 writers we cover a wide spectrum of sports.

We offer contests and TO Sports party's on a ongoing bases. Always staying in touch with our audience.

Favourite Alcoholic Beverage

Beer	66%	Spirits	19%
Wine	8%	Don't Drink	5%
Other	2%		

45% of our reads spent

\$300

or more on sports apparel in the last 12 mths

Favourite Beer Brand

Molson	24%	Labatts	23%
European Beer	16%	Don't Drink Beer	14%
Budweiser	10%	Micro	7%
Coors	3%	Other	3%

Nutritional Products Usage

Nutrition Energy Bars	40%
Sports Drinks	60%
Vitamins	38%
Energy Drinks	52%

Buying Habits in the next 12 months

Purchase a car	21%	Buy a TV	15%
New Apparel	75%	Digital camera	30%
Sports/Fitness Equipment	30%	Go on Vacation	64%
Buy Water Craft	15%	Go to Casino	30%
Play on-line Poker	25%	Running shoes	60%
Join a fitness Club	16%	Fishing/Hunting	12%

EDITORIAL

in every free issue

- To-RANT-to-knee-in
- This Months Model
- Calendar of Events
- Hockey
- Last Call
- Great Outdoors
- The Adventures of Captain Fanatic
- Where to Catch the Game Guide listings

NOVEMBER — Hockey

Neighbourhood Sports Bar & Pub Listing
 Advertised space deadline: October 23
 Ad material due: October 24
 Hits the Street October 29

DECEMBER — Hockey/Basketball

Plus Gift Guide for the Sports Fanatic
Snow Feature: Snowboarding & Skiing
 Advertising space deadline: November 23
 Ad material due: November 24
 Hits the street November 29

JANUARY — Happy Holidays

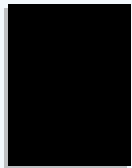
Plus the Predictions, staying in shape feature
 Advertising space deadline: December 22
 Ad material due: December 23
 Hits the street December 29

Type of Vehicle

Car	78%	SUV	30%
Compact SUV	18%	Truck	16%

We know your target customers and where to find them

MAGAZINE RATE CARD



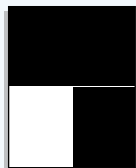
Full Page
10.25" x 14.50"

1x	\$1800
3x	\$1500
6x	\$1450
9x	\$1420
12x	\$1370



Junior Page
10.25" x 9.25"

1x	\$1240
3x	\$1040
6x	\$1005
9x	\$980
12x	\$785



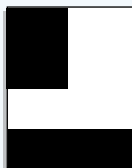
Half Page Wide
10.25" x 6.875" or
5.00" x 14.5"

1x	\$1035
3x	\$870
6x	\$840
9x	\$815
12x	\$785



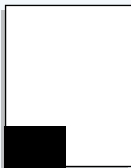
Third Page
10.25" x 4.725" or
3.50" x 14.50"

1x	\$700
3x	\$590
6x	\$565
9x	\$550
12x	\$530



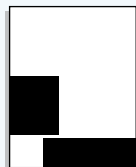
Quarter Page
5.00" x 6.875" or
10.25" x 3.50"

1x	\$560
3x	\$470
6x	\$455
9x	\$445
12x	\$425



Eighth Page
5" x 3.5"

1x	\$280
3x	\$235
6x	\$225
9x	\$220
12x	\$210



Double Card
3.25" x 4" or
6.75" x 2"

1x	\$235
3x	\$225
6x	\$205
9x	\$185
12x	\$165



Card
3.25" x 2" or
1.5" x 4"

1x	\$165
3x	\$155
6x	\$145
9x	\$135
12x	\$125

Colour & Special Placement

Full Colour: \$300, Page 3: \$300
Inside Front Cover: \$300

Back Cover: \$300
Inside Back Cover: \$200
Inserts: Call for pricing

Monthly Sports Calendar \$80

Announce your monthly happening, activity
in the monthly calendar
(Limited Space, Contact for Availability)



SECTION SPONSORSHIP



AVAILABLE SECTIONS FOR SPONSORSHIP

- Hockey
- Baseball
- Basketball
- Golf
- Great Outdoors
- Monthly Calendar
- Canadian Football
- American Football
- Soccer
- High School
- Poker
- Horse Racing

OR A NEW SECTION WE COULD CREATE FOR SPONSORS.

SECTION SPONSORSHIP MONTHLY INVESTMENT

\$1,500 for a full page ad • \$1,000 for a half page ad

SECTION SPONSORSHIP INCLUDES THE FOLLOWING ADDED-VALUE FEATURES

P R I N T

1. Full or Half page ad in each issue of TOsports Magazine
2. Sponsors logo on the Table of Contents
3. Sponsor logo on the pages containing editorial of the section sponsored
4. Sponsor logo on the cover, if the section sponsored makes the cover

W E B

1. Sponsor receives an ad/link to Sponsors' website on the home page of tosports.ca
2. The Sponsor link and logo will appear on each page containing the content for the Sponsored section

D I R E C T M A R K E T I N G

1. Sponsors logo on all direct mail material and email sent registered users
2. Sponsors logo on all contest material
3. Sponsor logo on Fanaticmobile (TOsports Vehicle)

