

spacing

UNDERSTANDING THE URBAN LANDSCAPE

WEB ADVERTISING RATES

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2008 SMALL MAGAZINE OF THE YEAR
2007 SMALL MAGAZINE OF THE YEAR
2008 EDITOR OF THE YEAR
2007 EDITOR OF THE YEAR
2008 NATIONAL MAGAZINE AWARD WINNER, SILVER
2006 NATIONAL MAGAZINE AWARD WINNER, GOLD
NOW MAGAZINE, BEST LOCAL BLOG 2007
EYE WEEKLY READERS CHOICE, BEST LOCAL BLOG 2006
NOW MAGAZINE CRITICS' PICK, BEST LOCAL BLOG 2005

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WEB ADVERTISING OPPORTUNITIES

Spacing's blogs and web site are the leading network for reaching civically-engaged residents, city-builders, creative professionals, and the urban curious in Toronto, Montreal, and a wide international audience. Each month, Spacing serves up nearly 1.5 million page views and over 250,000 visitors to a targeted, loyal, and influential readership.

By advertising with Spacing, you're accessing a dynamic readership that is not only helping shape our cities today, but also emerging as the next generation of city leaders.

Spacing offers you a variety of advertising options to fit your marketing budget, from site domination (75% of all ad views) down to weekly or daily contracts. Spacing likes to keep its web pages clutter free **so only your ad will be shown for each page viewed**. Our web pages are often the most highly ranked search results on Google on a wide variety of local and national urban issues.

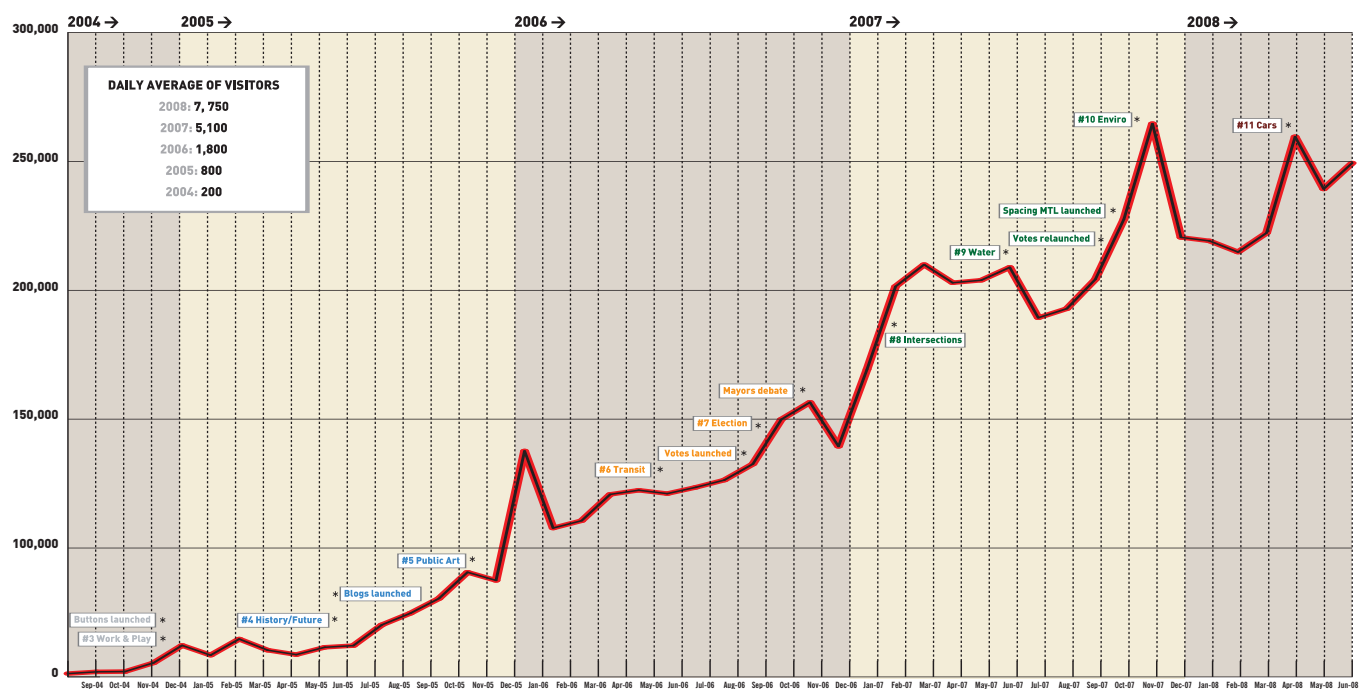
Pricing on the Spacing network is based on a combination of page views, unique visits, and the idea of "cost per influence." By advertising with us, not only do we deliver you a large and socially-conscious audience, but we help each other build credibility in the eyes of the city's brightest influencers.

In 2009, Spacing plans to launch blogs in Vancouver and Halifax creating Canada's first national blog network focused on urban issues. Soon, you'll be able to reach people from coast-to-coast.

SPACING WEB FACTS

- 7,000-10,000 daily visitors to sites
- Over 5 pages viewed by each visitor
- 1.3 million pages viewed monthly
- 7,000 sites link to Spacing monthly
- Consistently rising web traffic
- Top-ranked on Google searches

SPACING'S BLOG NETWORK TRAFFIC 2004-2008



Compiled by Awstats

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ABOUT SPACING READERS

→ A snapshot of who reads Spacing magazine

- Spacing readers are highly educated, socially and environmentally conscious, and technologically savvy. Up to 65% of Spacing readers fall into the highly sought after demographic of 20 to 35 year olds.
- A wide range of important Toronto city builders (such as architects, developers, urban planners, academics, resident associations, City of Toronto staff and councillors) subscribe to Spacing and read the daily blogs with regularity.
- Spacing editors and contributors are constantly cited and sought out as commentators by local and national media outlets because the magazine and blogs are an important source for media producers. 32% of readers identify their occupation as part of the media and communications industries.
- Spacing readers are environmentally conscious, care about the welfare of others (62% donated to a charity in 2007), and are highly engaged in their communities (49% say they volunteer for a community organization while 42% volunteer for environmental groups). An average of 83% of readers say they voted in the most recent election of all three levels of government.

AGE OF READERS

20-25: **16%**
26-35: **49%**
36-45: **18%**
46+ : **17%**

READER BREAKDOWN

Male: **59%**
Female: **41%**

READERS HOUSING

Rent: **51.4%**
Own: **46.1%**
Both: **2.6%**

INCOME OF READERS

individual personal income

\$20,000-\$45,000: **24.5%**
\$45,000-\$75,000: **29.5%**
\$75,000-\$100,000: **17.1%**
\$100,000-125,000: **11.1%**
\$126,000-150,000: **6.8%**
\$150,000 or more: **11.0%**

EDUCATION OF READERS

highest graduation level reached

High School: **7.8%**
College: **11.3%**
University: **47.9%**
Masters: **31.4%**
PhD: **1.6%**

HOW READERS SHOP

Do you make decisions about purchases based on environmental concerns?

Almost all of the time: **23.3%**
With regularity: **55.3%**
On the odd occasion: **20.2%**
Never: **1.1%**

WHERE READERS SHOP

Does local ownership of a store determine where you shop?

I almost always shop locally: **49.7%**
I sometimes shop locally: **41.4%**
I don't pay attention to ownership: **8.9%**

SPACING HAS A VARIETY OF INFO ABOUT OUR READERS THAT MAY BE APPLICABLE TO YOUR COMPANY OR ORGANIZATION

PLEASE DO NOT HESITATE TO CONTACT US TO FIND OUT MORE

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ADVERTISING OPTIONS

SIZE OF AD	SINGLE DAY	1 WEEK	2 WEEKS	3 WEEKS	1 MONTH
DOMINATION (75%)	\$200	\$1,000	\$1,800	\$2,400	\$3,000
HALF-PACK (50%)	\$100	\$500	\$1,000	\$1,250	\$1,500
QUARTER-PACK (25%)	\$50	\$200	\$400	\$600	\$800
MARKETPLACE (varies)	\$15	\$75	\$130	\$170	\$200

DESCRIPTION OF EACH AD PACKAGE

DOMINATION

The Domination package allows your ad to be seen on 75% of every page viewed on the Spacing network. This type of ad buy is best suited for events or product releases.

PAGE VIEWS/MONTH*: **700,000**

* Approximation based on previous ads in 2008

HALF-PACK & QUARTER-PACK

The Half-Pack and Quarter-Pack allows your ad to be seen on 50% or 25% of pages viewed on the Spacing network. These type of ads are best suited for events, products, or special offers.

1/2 pack PAGE VIEWS/MONTH*: **300,000**

1/4 pack PAGE VIEWS/MONTH*: **150,000**

MARKETPLACE

The Marketplace package is the most economical of our ad buys. Your ad is grouped with a handful of other ads that appear on 25% of all page views. We guarantee that the frequency of your ad will never dip below 5%.

PAGE VIEWS/MONTH*: **up to 50,000**

FEEL FREE TO DISCUSS OTHER PRICING ALTERNATIVES WITH SPACING IF PRICES DON'T FIT YOUR BUDGET

ADVERTISING SPECS



SIZE: 300 x 250 pixels

FILE TYPE: GIF, JPG or Flash

FILE SIZE: Please keep size to under 150k

MOTION: Your ad can be static or have animation

ONLY YOU: Your ad will be the only ad that appears on page

We can begin rotation of your ad within 24 hours of an agreement.

Email your ad matt@spacing.ca