

MEDIA KIT 2021

tonic

Toronto

Live Smart. Live Well.



Reach thousands of people who see life a lot like you do!

Tonic is published 6 times per year and has an average circulation of 35,000 copies per issue.

TONIC DISTRIBUTION

- Tonic is the only health and wellness lifestyle magazine in Toronto that is delivered right to the home.
- 20,000 copies of Tonic are delivered free with the *Globe and Mail* to every home subscriber in Toronto west of Victoria Park, including all the most affluent postal codes in Toronto.
- Thousands of copies of Tonic are available free for pick-up at 150 locations, all across the GTA in retailers including: *Whole Foods, The Big Carrot, Fiesta Farms, McEwan, Organic Garage, Nature's Source, Healthy Planet, Lady York* and many more.



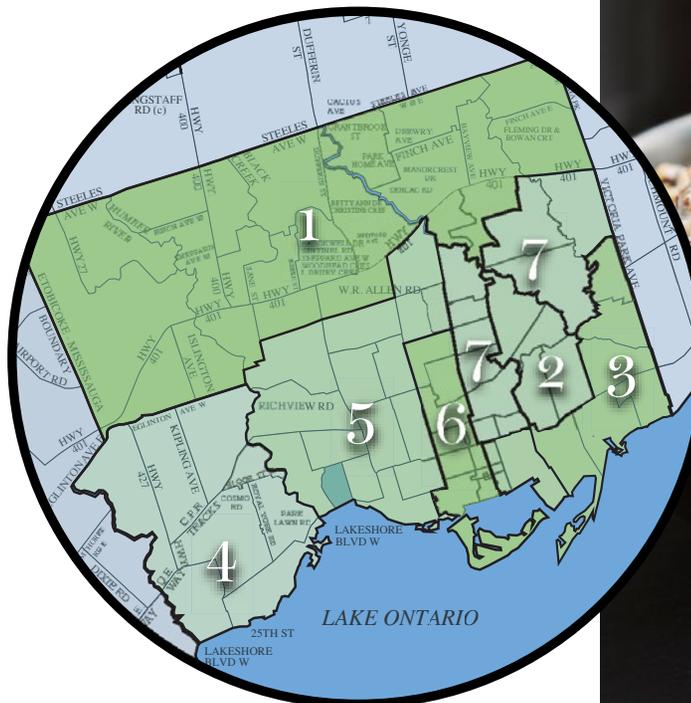
GLOBE & MAIL READERS

- Are twice as likely to have a university degree and more than two and a half times more likely to have a postgraduate degree.
- More than half have an annual household income of \$100,000+.
- 72% are married or living with someone.
- 85% own their own home.

Toronto Region Distribution Map

Delivered with the *Globe and Mail* to every home subscriber in Toronto west of Victoria Park.

- 1 ... North York
- 2 ... East York
- 3 ... Eglinton
- 4 ... Islington
- 5 ... Lawrence
- 6 ... Toronto West
- 7 ... Toronto East



Print Specifications

2021 Publication Calendar

ISSUE	EDITORIAL DUE DATE	AD COPY DUE DATE	DISTRIBUTION IN GLOBE AND MAIL
Jan/Feb	Nov 27	Dec 4	Jan 4
Mar/Apr	Jan 29	Feb 5	Mar 1
May/June	Mar 26	Apr 9	May 3
July/Aug	May 28	Jun 11	July 5
Sept/Oct	July 30	Aug 13	Sept 7
Nov/Dec	Sept 24	Oct 8	Nov 1

Print Media Sizes

	AD WITHOUT BLEED (W x H)	AD WITH BLEED (W x H)
Outside Cover	8.125" x 10.625"	8.375" x 10.875"
Inside Cover	8.125" x 10.625"	8.375" x 10.875"
Full Page	8.125" x 10.625"	8.375" x 10.875"
1/2 Page	7.125" x 4.75"	7.375" x 5"
1/4 Page	3.475" x 4.75"	3.725" x 5"
1/8 Page	3.475" x 2.25"	3.725" x 2.5"

Please allow for a type safety margin of 1/4"-1/2" inside page dimensions and a bleed allowance of 1/8" outside the page dimensions on all four sides.

Stop working so hard.
Build your business
the easier way,
with Tonic!

tonic
Live Smart. Live Well.
Call 416.578.6642
www.tonictoronto.com

Business Card

- 3.5" (W) x 2.25" (H)
- Full colour (CMYK)
- No word limit

**Daytime
Yoga Classes**
—Queen and Brock—

Isn't it time you said
yes to yourself?

Classes are limited to 12
students which means lots
of personal attention.

For more information
call 905-563-5555
joanna@yogapup.ca

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- fence & deck building
- + much more

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Please give us a call,
No job is ever too small.

Hot Spot

- 1.625" (W) x 2.25" (H)
- Single spot colour
- May include clipart
- No word limit

Rates & Payment

Ad Rates

SIZE	DIMENSIONS (W x H)	1 ISSUE	3 ISSUES	6 ISSUES
 Outside Cover	8.125" x 10.625"	\$4,200	\$4,000	\$3,600
 Inside Cover	8.125" x 10.625"	\$4,000	\$3,800	\$3,400
 Full Page	8.125" x 10.625"	\$2,200	\$2,000	\$1,800
 1/2 Page	7.125" x 4.75"	\$1,400	\$1,200	\$1,000
 1/4 Page	3.475" x 4.75"	\$700	\$600	\$500
 1/8 Page	3.475" x 2.25"	\$400	\$350	\$300

Classified Ad Rates

Business Card	3.5" x 2.25"	\$250	\$200	\$150
Hot Spot	1.625" x 2.25"	n/a	n/a	\$100
Event Listing	n/a	\$100	n/a	n/a

Payment Information

- All Invoices are payable Net 30 days upon receipt.
- Payment Options: credit card, e-transfer, wire payment, EFT and cheques.
- ZML e-transfer ar@zoomermedia.ca
- Cheques should be made payable to Zoomermedia Ltd.

Ad Submission Information

- Press-ready PDF files in 4 colour process (CMYK) and 300 ppi/dpi is the required file submission format.
- Total ink coverage should not exceed 240%.
- Black solids should be 100% black only.
- Files should be transmitted via email to: karen@tonictoronto.com
- Tonic does not accept responsibility for production problems when the supplied material does not meet these specifications.

If you have any questions regarding the preparation of these files, please email: cameronnorth@tonictoronto.com

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