



PRIDE WEEK

The Toronto Star Special Section

Thursday, June 24, 2010

Booking Deadline: Wednesday, June 16

Material Deadline: Friday, June 18

Take Pride in Toronto!

"The Toronto Star is the (L.G.B.T) community's favourite newspaper by a three-to-one margin against the nearest competitor." — Solutions Research Group: 2006 Pride Week Study

We're all included. This 30th anniversary of Pride is actually a celebration of diversity and variety of life in Toronto. As the official newspaper this ten day festival, The Toronto Star is producing an equally proud section, reviewing many of this community's historic and current issues and achievements and the people responsible for making them all happen.

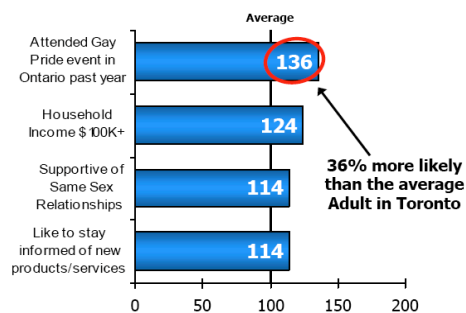
Be a proud participant in this indispensable commemorative edition.
Make sure that your product or service is included in this truly inclusive opportunity.

EXTEND YOUR MESSAGE ONLINE!

- Purchase a print ad in the Toronto Star's Pride Week section and your message will be extended online with a featured advertiser link on toronto.com for one month.
COST: \$500
- Purchase 100,000 Big Box or Leaderboard Impressions on toronto.com
COST: \$2,500
- **Title SPONSORSHIP OPPORTUNITIES AVAILABLE!** - Sponsor the entire Pride Week section for a 1 month period! -
COST: \$10,000

Please speak to your Toronto Star sales representative for more information.

Toronto Star readers are good targets



Source: PMB 2009 – Fall 2-Year Readership Database, read Star yesterday
Base: Toronto, Adults 18+

The Weekday Toronto Star delivers...

- **972,000** Adults 18+ in Toronto
- **564,000** Adults with household incomes of \$75,000 or more in Toronto
- **550,000** Adults 25-54 in Toronto
- **671,000** Adults who find exposure to different people and cultures rewarding
- **441,000** Adults who believe society should be supportive of same-sex relationships
- **30%** of Adults who visited Gay Pride Events in the past year

Source: PMB 2009 – Fall 2-Year Readership Database, read Star yesterday
Base: Toronto, Adults 18+

To book space in this Special Section or for more information, please contact your Star sales representative.

An additional charge may be applied for late material or late revisions

Official Daily Newspaper of Pride

