

Pride Week Special Section

Thursday, June 18th, 2009

Booking Deadline: Wed., Jun. 10

Material Deadline: Fri., Jun. 12

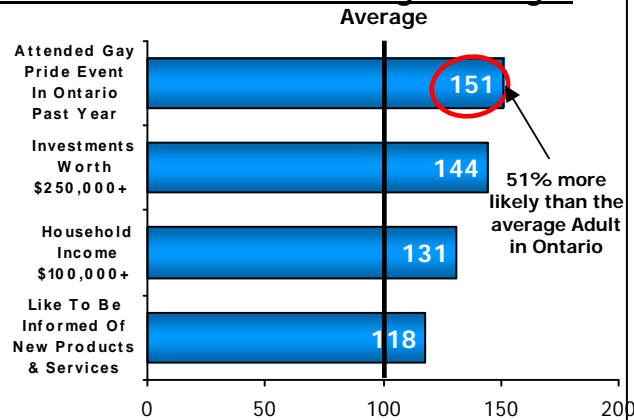


TORONTO STAR ★ THURSDAY, JUNE 18, 2009

PRIDE WEEK > Special Section

In anticipation of Pride Week—Toronto's 10-day celebration of sexual and gender diversity—the Star's Pride Week special section June 18 will highlight the events and entertainment planned this year. The section will also look at issues facing the LGBT community, and profile some of the leaders being honoured this year, including Grand Marshal El-Farouk Khaki, Honoured Dyke Faith Nolan and International Grand Marshal Victor Juliet Mukasa.

Toronto Star readers are a great target



Source: PMB 2008 – Two-Year Study, read Star past 7 days
Base: Ontario, Adults 18+

The Toronto Star reaches...

- 1,332,000 Adults 18+ in Ontario
- 754,000 Adults 25-54 in Ontario
- 809,000 Adults with household incomes over \$75,000 in Ontario
- 1,016,000 Adults in Ontario who learn a lot from those who are different from them
- 601,000 Adults who regard same-sex couples living together as married in Ontario
- 19% of Adults who attended Gay Pride Events over the past year in Ontario

Source: PMB 2008 – Two-Year Study, read Star yesterday
Base: Ontario, 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

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