

# **toast**

MYTOASTLIFE.COM



**a toast  
to you**

*Introducing Saskatchewan's only multiplatform lifestyle publication.*

# **toast**

**A GUIDE TO CELEBRATION**

What do we do here on the prairies? It's got our big-city friends stumped. But not us. We immerse in art, cheer for the teams even if we don't know the rules, festival hop, and enjoy all the local flavours that put Saskatchewan on the map.

It's about finding your essence. Pop the cork. Raise a glass. Cheers the moment with a clink of cups, a high-five, or maybe a little happy dance. Toast captures life and all the ways we celebrate it. Get the good stuff through digital, print, and events across Saskatchewan.

**SALUT — FROM TOAST TO YOU**

# partner with toast

Toast is the perfect accessory for people on the go. For businesses trying to keep up with readers seeking the best intel, scouting local hot spots, and looking for insight on all of the issues-behind-the-issues, we're the platform meeting them where they're at.

Be a part of the most current editorial, flawless design, and inspiration that Saskatchewan turns to and savours. Get Toast-y.

**ADVERTISE WITH US**



# in good company

When you partner with Toast, you're in the company of thousands of readers, followers and subscribers across Saskatchewan and beyond.

**ADVERTISE WITH US**

**200,000+**

**DIGITAL  
IMPRESSIONS**

**100,000+**

**READERS  
PER ISSUE**

**20,000+**

**NEWSLETTER  
SUBSCRIBERS**

**40,000+**

**SOCIAL MEDIA  
FOLLOWERS**

A woman is shown from the waist down, sitting on a green, textured surface. She is wearing a bright red, sleeveless top and a long, flowing skirt with vertical stripes in shades of pink and white. Her hands are clasped together in her lap. The background is a solid green color.

**some pairings were just meant to be.  
champagne and oysters.  
wine and cheese.  
toast and you**

# toast has you covered



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REACHING OVER **100,000 READERS** PER ISSUE\*

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<b>toast/y</b>	All things hot and new in the city, right at your fingertips.
<b>toast/ed</b>	Knowledge is power. So much more than a pretty cover. Toast has the news you can use.
<b>toast/me</b>	Me, myself, and I. Selfcare people, it's as big as avocado toast.
<b>toast/+ jam</b>	Music, art, podcasts...whatever your jam, Toast is serving it up.
<b>toast/+ taste</b>	Sweet, savoury...Toast raises a glass to the beer, wine, and good eats that make us go 'mmm'.
<b>toast/+ go</b>	A curated and trusted guide to the culture, events, and venues that make Saskatchewan sing.
<b>toast/haute</b>	The most dazzling and up-to-date fashion, business and forerunning figures.
<b>toast/together</b>	The word from those we trust.

# toast in print

Toast magazine is a multiplatform magazine with quarterly issues released throughout the Saskatoon and Regina regions, reaching an audience of over 100K. Each issue focuses on the trends, cultures and communities within the province; a celebratory guide for the influential, active, and cultivated reader.

Imprint through print. Because holding paper captures the imagination differently, print is still as important and effective as ever. Speak to an engaged audience, create brand recognition, and build credibility.

**IMPRINT YOUR MESSAGE**



## print rates

<b>FREQUENCY DISCOUNT</b>	<b>1X —</b>	<b>2X 10%</b>	<b>3X 15%</b>	<b>4X 20%</b>
<b>1 PAGE</b>	2,500	2,250	2,125	2,000
<b>2/3 PAGE</b>	2,100	1,890	1,785	1,680
<b>1/2 PAGE</b>	1,870	1,683	1,590	1,496
<b>1/3 PAGE</b>	1,375	1,237	1,169	1,100
<b>1/4 PAGE</b>	995	895	825	796

## premium position

<b>DOUBLE PAGE SPREAD</b>	4,360	3,924	3,706	3,488
<b>INSIDE FRONT/BACK</b>	4,500	4,050	3,825	3,600
<b>BACK COVER</b>	6,000	5,400	5,100	4,800
<b>UP FRONT</b>	2,875	2,588	2,445	2,300
<b>INSIDE FRONT+ADJ</b>	5,250	4,725	4,460	4,200
<b>INSIDE BACK+ADJ</b>	5,250	4,725	4,460	4,200

## partnership feature

<b>DISCOUNT</b>	<b>1X —</b>	<b>2X 10%</b>	<b>3X 15%</b>	<b>4X 20%</b>
<b>2 PAGE</b>	4500	4050	3825	3600
<b>3 PAGE</b>	5250	4725	4462	4200
<b>4 PAGE</b>	5875	5287	4993	4700

# toast digital

A daily slice of life in the prairies, mytoastlife.com is as much a part of the routine as that morning coffee, accompanying the rituals and patterns of day-to-day life with instant content more trendsetting than avocado on bread.

Through customized partnerships that are tailor-made for your audience, you have access to our team of creators who specialize content according to your category and preferred channel. Toast specializes in content that lingers longer in the digital atmosphere, marking your ads with a message that audiences savour.

## digital rates

### PER MONTH

	REGULAR	PROMO
LEADERBOARD	1199	799
BANNER	899	599
SKYSCRAPER	599	399
RECTANGLE	399	199
HOMEPAGE TAKEOVER	Prices start at \$899. Contact for more information	

ENTER THE DIGITAL SPHERE



# toast multiplatform

Some pairings just make sense. Champagne and oysters. Wine and cheese. Tea and bread. Digital and print isn't just the strategic choice, it's the natural one. Take your advertising to the next level with a package that streamlines your message for a wider audience. Whether the Toast reader is scrolling through social media or flying at 31,000 feet, a mix of digital and print advertising ensures you go with them.

**FIND YOUR PLATFORM**

## multiplatform 1

*PER MONTH*

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1 X TWITTER POST

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1 X INSTAGRAM POST

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1 X FACEBOOK POST

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1 X NEWSLETTER AD INCLUSION

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1 X SPONSORED BLOG POST

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1 X LEADERBOARD AD

TOTAL: 1699 PER MONTH

## multiplatform 2

*PER MONTH*

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1 X TWITTER POST

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1 X INSTAGRAM POST

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1 X FACEBOOK POST

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1 X NEWSLETTER AD INCLUSION

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1 X SPONSORED BLOG POST

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1 X LEADERBOARD AD

TOTAL: 1699 PER MONTH



# instant toast

THE DAILY NEWSLETTER

Connected and intimate. The opportunity to slide into our readership's inbox allows a direct and concise conversation to occur between your brand and your immediate target market. With newsletter advertising, your message lands where it's supposed to.

## instant toast package

**PER ISSUE**

1 X FEATURED STORY	499.00
CO-BRANDED (BROUGHT TO YOU BY)	299.00
LINK FEATURE	199.00

**SLIDE INTO THEIR INBOX**



# **toast content creation**

Toast brings together some of the best writers and photographers available to help you articulate your message. Because we know that content is king, engagement is queen, and it's time to rule your market.

<b>BLOG ARTICLE</b>	.45c per word
<b>PRESS RELEASE</b>	.45c per word
<b>FEATURE PROFILE</b>	.45c per word
<b>INTERVIEW</b>	.45c per word

**CREATE GREAT CONTENT**



**toast**



**here's to  
you and toast**