



# caribana

**The Toronto Star Special Section**

**Thursday, July 22, 2010**

Booking Deadline: Wednesday, July 14

Material Deadline: Friday, July 16

Reserve a Toronto Star ad before June 8 - 4pm and receive a full page, full colour ad in SWAY MAGAZINE

**COST: \$2,000**

Toronto's Caribana festival is a rhythmic, two-week cultural explosion of Caribbean beats, eats and so much more. To celebrate the festivities, the largest newspaper in Canada joins forces with Caribana, the largest cultural event in North America.

Caribana is our beat. For one million readers, in paper and millions more online, the Toronto Star will pulsate to the rhythms of the street -- Calypso, Soca, Reggae, Hip Hop, Chutney, Steel Pan and Brass Bands. The breath-taking spectrum of sound, smell and colours will attract countless visitors from around the GTA and far beyond and we're here to capture every memorable moment.

**Jump up and join in as the Star celebrates Caribana.**

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*





## EXTEND YOUR MESSAGE ONLINE!

- Purchase a print ad in the Toronto Star's Caribana section and your message will be extended online with a featured advertiser link on [thestar.com](http://thestar.com) for one month.

**COST: \$500**

- Purchase 100,000 Big Box or Leaderboard Impressions on [thestar.com](http://thestar.com)

**COST: \$2,500**

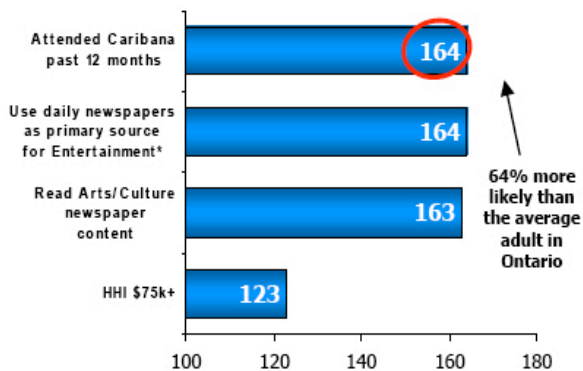
### Title SPONSORSHIP OPPORTUNITIES AVAILABLE! -

- Sponsor the entire Caribana section for a 1 month period! -

**COST: \$10,000**

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

### Star readers are more likely to have:



Source: PMB 2010 Spring 2-Yr Database, Base: Ontario, Adults 18+  
 \*NADbank 2009, Ontario including Toronto Ext. Adults 18+

### The Toronto Star reaches...

- 1,356,000 readers daily in Ontario
- 736,000 adults 25-54
- 768,000 adults with a household income of \$75,000 or more
- 912,000 readers that find exposure to different cultures rewarding
- 451,000 adults that read the Arts/Culture content
- 233,000 Cultured & Active\*\* readers
- 66,000 readers that have attended Caribana in the last 12 months

Source: PMB 2010 Spring 2-Yr Database, Base: Ontario, Adults 18+  
 \*\*Psychographic Clusters - Travel/Leisure/Recreation

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*

