



2023 MEDIA KIT

DÉBU LIVING

MISSION

Débu Living is a platform that features the best offerings in the Greater Toronto Area, covering the most current topics in cuisine, wellness, fitness, and arts & culture. Explore restaurants, hotels, spas, and more throughout the Greater Toronto Area. Read interviews with trending chefs, hospitality experts, and business owners. Check out what's new and hot and be the first to know what's in.

For more information, please contact at **647-479-9804** or **support@debu.ca**



CATEGORIES

01

- ✦ Arts & Culture
- ✦ Bon Apétit
- ✦ Wellness
- ✦ Fitness
- ✦ Décor



ARTS & CULTURE

Débu Living was delighted to sit down with Lawrence Hill to discuss the evolution of his work and the landscape of Beatrice and Croc Harry.

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Lawrence Hill
Author of *Beatrice and Croc Harry*



BON APPÉTIT

You really are what you eat. Good food means making the right choices when it comes to healthy food. Trending topics in Bon Appétit and interviews with popular chefs are the backbone of ***Débu Living***. Discover what's in store for the future in this curated category all about food.

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WELLNESS

Interviews, contemporary topics, and helpful tips for a renewed style of living — ***Débu Living*** will guide you to live a peaceful and happy life.

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FITNESS

Whatever your health and fitness goals may be, we highlight different ways to tackle your fitness goals. Together, we'll bust down barriers, unveil your true potential and take you to new heights you never thought possible.



DÉCOR

Whether you're moving into your first newly purchased home or renting a space for the first time, we offer decorating ideas and tips to help you put together a fantastic space without breaking the bank.

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DEMOGRAPHICS & INSIGHTS

02



DÉBU LIVING READERS

REACH:
Canada

MEDIAN AGE:
19-75 Yrs

MEDIAN HHI:
124,915

MALE/FEMALE:
34%/66%

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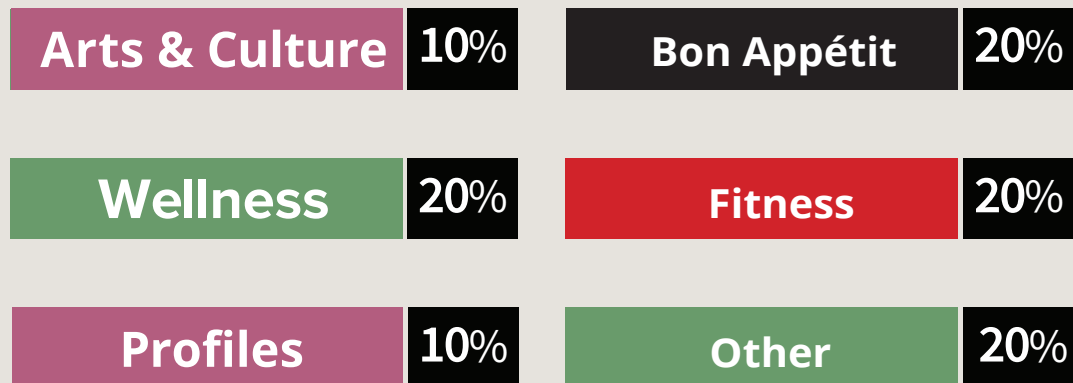


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EDITORIAL CALENDAR

Four Quarterly Digital Issues

AREAS OF FOCUS:



AD RATES

SIZE	1x	2x	3x	4x
FULL PAGE	\$1,215	\$1,115	\$1,015	\$915
2/3 PAGE	\$736	\$636	\$520	\$398
1/2 PAGE	\$685	\$585	\$465	\$345
1/4 PAGE	\$388	\$305	\$265	\$225
DOUBLE PAGE SPREAD	\$1,898	\$1,755	\$1,535	\$1,385
FULL PAGE ADVERTORIAL	\$1,399	\$1,299	\$1,199	\$1,099
INSIDE FRONT COVER SPREAD	\$3,585	\$3,385	\$3,185	\$2,985
INSIDE FRONT COVER	\$2,255	\$2,155	\$2,055	\$1,955
INSIDE BACK COVER	\$1,985	\$1,885	\$1,785	\$1,685
OUTSIDE BACK COVER	\$2,555	\$2,455	\$2,355	\$2,255



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AD DIMENSIONS

AD SIZE	WIDTH	HEIGHT
TWO PAGE	16.5"	10.875"
ONE PAGE	8.25"	10.875"
1/2 PAGE	8.25"	5.43"
2/5 PAGE	3.3"	3.62"
1/3 PAGE	2.75"	3.62"
1/4 PAGE	2.06"	2.71"
1/5 PAGE	1.65"	1.81"
1/6 PAGE	1.375"	1.8125"

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DÉBUING LOCAL BUSINESSES

Showcase your business card in *Débu Living* magazine to direct customers to your business.

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