

*intermission*



2023/24

# INTERMISSION MAGAZINE

The #1 source for Canadian theatre news and entertainment



MEDIA KIT

# ABOUT INTERMISSION

A "Bright Light" of 2016  
- *NOW Magazine*

A "Hero of 2016"  
- *The Torontoist*

Intermission Magazine is **Canada's #1 destination for national theatre news and entertainment**. Our goal is simple; we want to get more people watching more theatre. From artist perspectives to exciting features, we connect audiences and artists to foster creativity, discussion, and, most importantly, a deeper appreciation for Canadian performing arts.

## AUDIENCE

20-50 year old professionals with an interest in the arts, travel, food, and fashion. Our publication helps them discover what shows to see and plan their ultimate night out at the theatre.

## LOYAL READERSHIP

Since 2016, over 460,000 unique readers have visited our site more than 1,000,000 times.



4,100+ followers  
Average monthly impressions: 12,300+



2,430+ followers  
Average monthly impressions: 5,000+



2,800+ followers  
Average monthly reach: 2,000+



2,600+ subscribers  
+ 1,200 Nappoholics subscribers



INQUIRIES - Janice Peters Gibson (Digital Manager) | [janice@intermissionmagazine.ca](mailto:janice@intermissionmagazine.ca)

# OUR CONTENT



## PUBLISHED ARTICLES

We regularly publish a wide variety of written content from local artists and professional journalists, including:

- Company and Artist Features
- Artist Perspectives
- News articles
- Insider Intel series

## THEATRE LISTINGS

Our theatre listings site has 70+ registered companies from across the country, and is growing daily.

## THEATRE CRITICISM

Our team of freelance writers provides professional criticism for Toronto theatres and audiences, keeping viewers up-to-date with everything that's happening on Toronto stages.

8,300+	AVERAGE MONTHLY VISITORS
700	AVERAGE UNIQUE READERS PER FEATURE
300	AVERAGE UNIQUE READERS PER NEWS PIECE
5:00	AVERAGE TIME SPENT READING

\*Data based on our 2021 readership and analytics

"Intermission is helping readers understand theatre artists' process, providing insight into what shows are about, and hopefully, connecting audiences with shows they want to see.

**That's a valuable and increasingly rare service for both patrons and producing companies."**

- Steve Fisher, theatre critic



### SECTION TARGETING

Place your ads on specific sections of our site to increase CTR and target specific reader interests.



### CREATIVE ASSISTANCE

No set ads? Work with our team to create the perfect visual advertising for your product and purpose.



### SUMMATIVE REPORT

At the end of your ad period, we'll send you a summative report of the engagement your ad generated.



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# ADVERTISE



## TOP BANNER (728 x 90)

Appears below our company logo, immediately above the menu bar.

## SIDEBAR BANNER (300 x 250)

Appears in right/left-side margins of the home page and right-side margin of article pages.

## SKYSCRAPER BANNER (300 x 600)

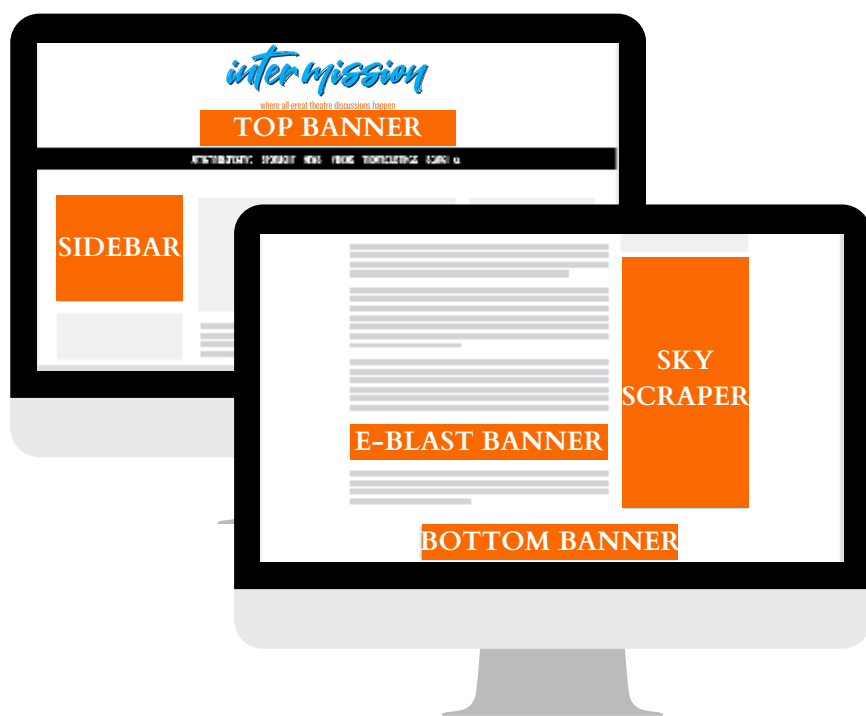
Appears on the right-side margin of article pages.

## BOTTOM BANNER (728 x 90)

Appears on the bottom of every page on the site below the article content and above the bottom menu section.

## ARTICLE E-BLAST BANNER (728x90)

Appears within the body of our subscriber article alert emails.



Placement	CPM
Top Banner (728 x 90)	\$25
Sidebar Banner (300 x 250)	\$25
Skyscraper Banner (300 x 600)	\$25
E-Blast Banner (728 x 90)	\$25
\$200 Minimum	



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# COMMUNITY

Advertising with us means connecting with a passionate audience of young professionals across Canada eager to connect, consume, and engage. Our loyal readership is growing every day: with theatres reopening and shows debuting across the country, arts enthusiasts are ready to take action by supporting the arts, exploring the city, and discovering new arts-adjacent businesses.

Like you, we're always looking for new ways to innovate and bring our audiences the experiences they're seeking. They're a tech-savvy group of keen consumers with a passion for getting out of the house and trying new things! As Intermission continues to grow, we'll offer new ways to advertise, bringing our readers the businesses and experiences they're looking for.

## INTERESTS



dining out



alcohol



shopping



travel



environment

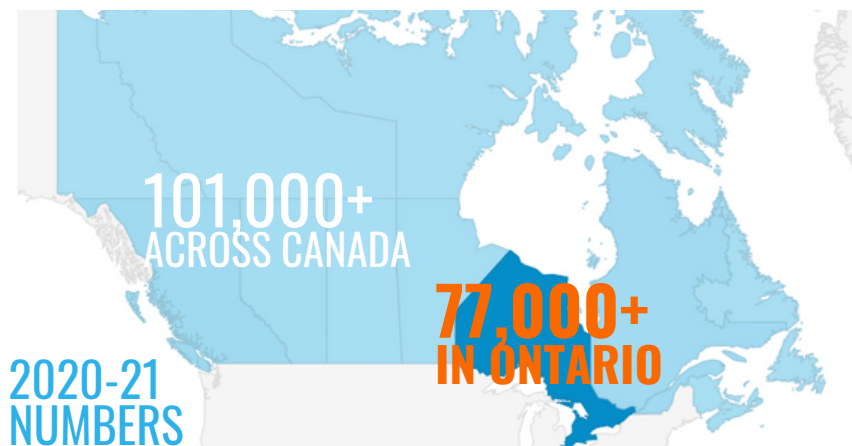


arts

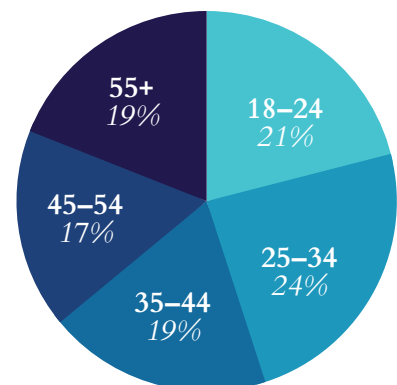


sustainability

## LOCATION



## AGE



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# THEATRE PARTNERS

"This is what happens when a platform, in this case the digital magazine Intermission, gives intelligent writers the time and space to create a review of a theatrical production that is out-of-the-ordinary: we get to **read an extraordinary example of a thoroughly thoughtful response that does justice to the show.**"

- Robert Wallace, playwright/editor/educator

- ART OF TIME ENSEMBLE
- BUDDIES IN BAD TIMES THEATRE
- CANADIAN STAGE
- CENTAUR THEATRE
- CINEPLEX EVENTS
- CROW'S THEATRE
- FACTORY THEATRE
- FOREST CITY FILM FESTIVAL
- GREAT CANADIAN THEATRE CO.
- MIRVISH PRODUCTIONS
- MODERN TIMES THEATRE
- MYSEUM OF TORONTO
- NATIONAL BALLET SCHOOL
- NIGHTWOOD THEATRE
- OBSIDIAN THEATRE
- OUTSIDE LOOKING IN
- OUTSIDE THE MARCH
- PLAYWRIGHTS CANADA PRESS
- PUPPETMONGERS
- RARE THEATRE CO.
- SHAW FESTIVAL
- SKETCHFEST
- SOULPEPPER THEATRE
- STRATFORD FESTIVAL
- TARRAGON THEATRE
- THEATRE PASSE MURAILLE
- TO LIVE
- TORONTO FRINGE FESTIVAL

Over the past six years, we've forged strong partnerships with dozens of theatre companies across Ontario. Our **2022/23 partners** leveraged our coverage to bring audiences back into their theatres after two years of an industry-wide blackout, leading to wildly successful seasons.



Like you, our partners strive for innovation and connection, including through collaboration with local businesses. Not only will your Intermission ads bring you new audiences countrywide, you'll also find invaluable opportunities to align yourself and connect with a wide variety of artists and creators across the province.



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# CONTACT



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@intermissionmag

## FAQs

### WHAT'S CPM?

CPM is the industry-standard jargon for **cost per thousand**. We charge a set amount per thousand impressions. For example, an ad spot at \$25 CPM, would cost \$25 for 1,000 impressions; 5,000 impressions would be \$125; and 20,000 impressions would run at \$500.

### HOW LONG WILL MY AD RUN?

However long you'd like! If you wish to request a chosen timeline, we'll assign that timeline to your campaign to ensure your impressions roll out smoothly within that timeframe.

### WHAT'S AN IMPRESSION?

An impression is simply when your ad loads on a page. If someone visits our home page 50 times, and your ad is shown each time, that would be 50 impressions.

## THANK YOU.

For more information, or to purchase ad space, contact  
[janice@intermissionmagazine.ca](mailto:janice@intermissionmagazine.ca)



[www.intermissionmagazine.ca](http://www.intermissionmagazine.ca)