

HUMBER HAPPENINGS

29 YEARS ANNIVERSARY

Etobicoke's Best Source of Health & Lifestyle Information
29 years of inspiring you to live your best life!

MEDIA KIT

Target This Unique Upscale
Audience To Shop Local



2026

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OUR BRAND

The Humber Bay Shores Community Magazine is a locally driven publication dedicated to celebrating the vibrant waterfront neighbourhood of Humber Bay Shores in Etobicoke. The magazine highlights the unique lifestyle that defines the community, from its scenic lakefront trails and parks to the thriving network of local businesses, restaurants, and cultural spaces. Through engaging storytelling, photography, and community features, the publication showcases the people, places, and experiences that make Humber Bay Shores one of Toronto's most dynamic waterfront communities.

With a strong focus on lifestyle, entertainment, and food, the magazine serves as a guide for both residents and visitors looking to explore the best the area has to offer. Each issue features profiles of local chefs and restaurants, coverage of waterfront events and festivals, and curated recommendations for dining, recreation, and entertainment along the lakefront. By connecting local businesses with the community and highlighting the neighbourhood's evolving culture, the magazine helps strengthen the identity of Humber Bay Shores as a destination for great food, vibrant events, and waterfront living.

SNAPSHOT

Population (Trade Area): **38,000+** Median Household Income: **\$105,000 – \$115,000** Average Household Income: **\$135,000+**
Household Size: **~2.0 persons** Housing: **Predominantly newer high-rise condominiums**

WHY ADVERTISE WITH US

Humber Bay Shores is a high-income, lifestyle-driven market where advertising delivers real customer action.

With 38,000+ residents in a dense, walkable trade area, brands benefit from daily repeat exposure. Households earn \$105,000-\$115,000 in median income, with a strong base of educated, dual-income professionals who actively spend locally.



RESTAURANTS & FOOD CONCEPTS

A destination dining market with strong evening and weekend demand. Residents seek premium casual, experiential, and social dining, driving repeat visits and customer loyalty.



WELLNESS & LIFESTYLE BRANDS

A health-conscious audience that values fitness, self-care, and lifestyle services. Walkability and waterfront amenities support routine-based spending and long-term engagement.



PROFESSIONAL & PERSONAL SERVICES

A trust-based local market where convenience and proximity matter. High household incomes and density support ongoing service relationships and referrals.

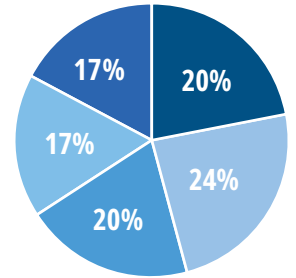
BOTTOM LINE: High income, dense population, lifestyle spending, and limited competing nodes create strong recall, repeat visits, and measurable ROI.

AREA DEMOGRAPHICS

A recent survey conducted by HBSCA found:

AGE BREAKDOWN

- 22% are working age 25-34
- 24% are working age 35-44
- 20% are working age 45-54
- 17% are working age 55-64
- 17% are over 65+



LEISURE & DISCRETIONARY SPENDING (EST.)

Estimated annual leisure spending per household: **\$24,000 – \$34,000**

Key spend categories include:

- Dining & food services (restaurants, cafés, bars)
- Health, fitness & wellness services
- Personal care & lifestyle retail
- Entertainment, social outings & local experiences

Why it's high:

- Dual-income professional households
- Walkable, amenity-rich waterfront environment
- Strong evening and weekend social economy
- Limited competing commercial nodes driving repeat local spend

DEMOGRAPHICS SNAPSHOT

- Population (Trade Area): **38,000+**
- Median Household Income: **\$105,000 – \$115,000**
- Average Household Income: **\$135,000+**
- Household Size: **~2.0 persons**
- Education: **70%+ post-secondary, 40%+ university degree**
- Housing: **Predominantly newer high-rise condominiums**

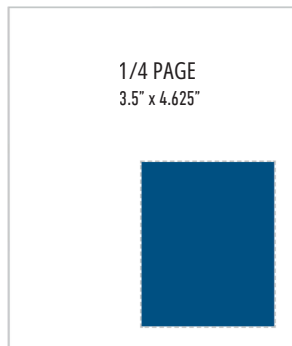
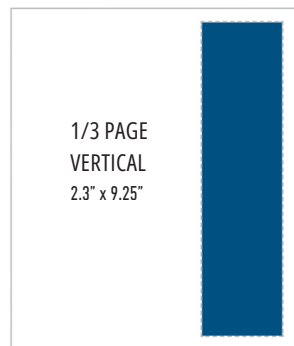
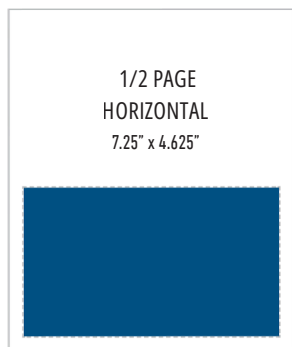
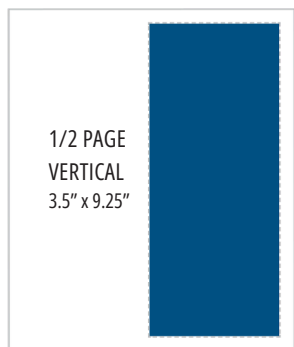
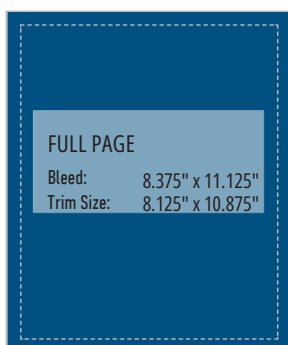
CONSUMER PROFILE

Lifestyle-driven and brand-aware High propensity for repeat local spending Values convenience, quality, and experience Strong engagement with dining, wellness, and service-based businesses.

ISSUE	EDITORIAL DEADLINE	ARTWORK & PAYMENT DEADLINE	DROP DATE
SPRING	March 27	April 4	April 16
SUMMER	June 3	June 10	July 16
FALL/WINTER	October 7	October 14	November 19

* Dates are approximate, may change due to printing/distribution dates.

AD DIMENSIONS



RATES

AD SIZE	x 1 COST	x 3 COST
Full page	\$1,595	\$1,435
1/2 page horizontal	\$880	\$790
1/2 page vertical	\$880	\$595
1/3 page	\$660	\$495
1/4 page	\$495	\$445
Premium Positions		
Outside Back Cover	\$2,495	\$2,295
Inside Front Cover	\$1,835	\$1,650
Inside Back Cover	\$1,755	\$1,580

ACCEPTABLE AD FORMATS

- High-resolution PDF (PDF-X1a compliant)
- High-resolution TIFF, JPG, PNG

ARTWORK & IMAGES

- RESOLUTION: **300 dpi at 100%**
- COLOUR: **CMYK**

AD SIZES

- Magazine Trim Size: 8.125" x 10.875"
- Bleeds are 0.125" — please add to a full page ads.

TRANSMISSION

- Email ads to humber@canadianmarketer.ca
- Dropbox, WeTransfer.com