



VIEW the
VIBE

MEDIA KIT 2015



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Vv MAGAZINE

Vv Magazine is the new and improved *View the Vibe*, offering distinct perspectives on fashion, food, current events, gossip and more!

View the Vibe originally launched in 2010 as a video restaurant and spa guide, and quickly evolved into a recognized online publication by producing fun and informational editorial content. The brand naturally established itself as a voice for Toronto and Vancouver through its fantastic vibe videos, restaurant reviews, trend stories, and more.

Today, *Vv Magazine* takes *View the Vibe* to the next level by creating edgier content that encourages audience discussions. The new style is proving to be a success with site numbers increasing daily and the *Vv Magazine* audience actively engaging on the site and through social media.



FASHION & BEAUTY

FOOD & DRINK

CITY

DATING

PEOPLE

GOSSIP

EVENTS



AUDIENCE DEMOGRAPHICS

Age

28% 18-24yrs
35% 25-34yrs
20% 35-44yrs

Gender

46% Women
54% Men

Personal Income

Median personal income of **\$70,000** annually. The average household income is **\$130,000** annually.

Savvy Surfers

View the Vibe's users are at their core internet savvy. They use social media tools like Instagram, Twitter and Facebook multiple times daily, maintain boards on Pinterest, and explore social sites like Digg, Reddit and Google+.

Psychographics

City explorers: people who value going out in the city and traversing its various landscapes.

Our audience visits restaurants and attractions at least once per week, spas or related services on a monthly basis, and are dedicated to growing both personally and professionally.

Top 5 Interest Categories

1. Food and Drink
2. Sports & Recreation
3. Computers / Electronics
4. Travel
5. Cooking & Recipes



ANALYTICAL

statistics



Everyday we add new content, videos, likes and followers. We are cementing ourselves as a news and trend authority in Toronto, Vancouver and beyond.

WEBSITE

100,000 to 150,000
unique monthly visits

400,000
page views monthly

2:05
minutes is average time on site

SOCIAL MEDIA

11.3+
Twitter followers

6,000 +
Facebook followers

8,500 +
Instagram followers

VIDEO VIEWS

250,000
views on Vimeo
(over 3.5 million annually)

100,000
monthly views on YouTube

eNEWSLETTERS

8,000
subscribers

CARD

RATE

AD FORMAT	FLAT RATE	DETAILS
Sponsored Post	\$999	500 to 700 words includes 5 tweets and 1 FB post
Exclusive Newsletter Post	\$500	Sponsored post sent exclusively to Vv Mag subscribers
Inclusion in the Vv Mag Newsletter	\$250	Sponsored post sent within the Vv Mag weekly newsletter
Social Media Shout Outs	\$50 each	Twitter Facebook Instagram
7-day Contest	\$750	Runs for 7 days and is promoted daily via Twitter and contesting sites (for National contests only)
Video	\$2,000 - \$5,000	Video highlighting your business or product - exact estimate submitted once details are reviewed

EXCLUSIVE CURATED CONTENT (By Category)

TIER 1		
Your own brand category + 4 curated posts/month \$3,500	28 Tweets (7 per post) 4 Facebook (1 per post) 8 Instagram (2 per post) = \$1000	\$4,500 per month
TIER 2		
Your own brand category + 8 curated posts/month \$ 7,000	56 Tweets (7 per post) 8 Facebook (1 per post) 16 Instagram (2 per post) = \$2,000	\$9,000 per month
ADD VALUE INCENTIVES		
Sign on for 3 Months	<ul style="list-style-type: none"> • 3x exclusive newsletters • 1x 7-day contest 	Added Value of \$2,250
Sign on for 6 Months	<ul style="list-style-type: none"> • 1x 2min Video • 3x exclusive newsletters • 1x 7-day contest 	Added Value of \$4,250

* *Limited Inventory Available*

CPM RATES

AD FORMAT	NET CPM RATE	FLAT RATE	DETAILS
Website Leaderboard	\$25	n/a	5 rotations
Homepage Big Box	\$20	n/a	5 rotations
Sidebar Big Box	\$15	n/a	5 rotations
In-Content Big Box	\$17	n/a	no rotation
Background Takeover	n/a	\$2500/week	n/a
Gallery Big Box	\$30	n/a	no rotation



CALENDAR

EDITORIAL ANNUAL

MONTH	HIGHLIGHTS
JANUARY	New Year, New You - Health, Beauty
FEBRUARY / MARCH	Awards Show Fashion (Oscars, Grammys, etc), Fashion Week (TO and VAN), Valentine's Day, St. Patrick's Day
APRIL	Mother's Day Gift Guide
MAY/JUNE	Best Patio Lists, Father's Day Gift Guide, Canadiana
JULY/AUGUST	Food, Beer, Music Festivals
SEPTEMBER	TIFF, Back to School
OCTOBER	Fashion Week (TO & VAN), Thanksgiving Where To Eat Guides, Halloween
NOVEMBER/DECEMBER	Movember, Holiday Gift Guides, Holiday Where To Eat Guides, 2 Days of Xmas Contest Giveaway

ONGOING COLUMNS	
New Toronto Restaurants - Monthly	First Look - Random
Scene & Heard Gossip - Weekly	Sex & the Six - Weekly
Top 10 Events - Monthly	Events Calendar
Shopping Guides	Trend Forecasting

YOUR BRAND ON HOMEPAGE

You are reading the National Edition of Vv Magazine

Like 5.6k Follow @ViewtheVibe 11.2K followers

V.v MAGAZINE

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BEAUTY BAR

Beauty Bar

L A S E R C L I N I C

TORONTO'S BEST IN COSMETIC ENHANCEMENT

Achieve results...

NEWS
City happenings, events, gossip and more

What's the deal with the vinyl revival?
BY: NEELAM CHAMPANERI / AUGUST 28, 2015 / LEAVE A COMMENT

N.W.A pop-up store in Vancouver lets you own hip hop history
BY: ALEXANDRA DILL / AUGUST 28, 2015 / LEAVE A COMMENT

Top 10 Toronto events: September Edition
BY: VV MAGAZINE / AUGUST 26, 2015 / LEAVE A COMMENT

The 10 best natural pick-me-ups
BY: NEELAM CHAMPANERI / AUGUST 25, 2015 / LEAVE A COMMENT

SEX & THE SIX: DENISE & MATTHEW
BY: SHANNON TEBB / AUGUST 30, 2015 / LEAVE A COMMENT
Single? Looking? Come hither.

FOOD & DRINK
Restaurant reviews, food news, trends and more

CONTEST: Win a week's worth of meals from Fresh Canteen
BY: VV MAGAZINE / AUGUST 26, 2015 / LEAVE A COMMENT

The world's weirdest seafood and fish dishes
BY: VV MAGAZINE / AUGUST 25, 2015 / LEAVE A COMMENT

A woman recently live-tweeted a breakup on a plane. What do you think?

Pretty funny. Do not break up on a plane!

Pretty inappropriate. She had no business sharing their private moment.

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[LINK TO SITE](#)

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Category: BEAUTY BAR

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TORONTO'S BEST IN COSMETIC ENHANCEMENT

BY: ALEXANDRA BRIGIORESCU / AUGUST 28, 2015 / [LEAVE A COMMENT](#)




GROW MORE PROMINENT, BEAUTIFUL LASHES

BY: ALEXANDRA BRIGIORESCU / AUGUST 27, 2015 / [LEAVE A COMMENT](#)




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BOTOX: A WRINKLE REMEDY

BY: NICKI LABORIE / AUGUST 25, 2015 / [LEAVE A COMMENT](#)




10 REASONS TO LUST AFTER GLO MINERALS

BY: SARAH BOTELHO / AUGUST 25, 2015 / [LEAVE A COMMENT](#)


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Looking for a new juice cleanse? Our #ScenesAndHeart gossip column is dripping with the stuff! bit.ly/1MLJbdFH pic.twitter.com/8XWTBxhm1o





FREEZE YOUR FAT AWAY

BY: VV MAGAZINE / AUGUST 18, 2015 / [COMMENTS OFF](#)
ON 10 GOOD REASONS TO LUST AFTER ZOE KRAVITZ'S CLOSET



THE ULTIMATE VITAMIN C

BY: SARAH BOTELHO / AUGUST 14, 2015 / [LEAVE A COMMENT](#)

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ABOUT US

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Events Around the City

Want to know the latest and greatest events around the city? [Learn More](#)

Restaurant Consulting

Improve your restaurant's performance: [Learn More](#)

RECENT COMMENTS

一生に一度は行ってみたい！ハワイの豪華高級リゾートホテル6...
[...] photo by viewthevibe [...] AUGUST 29, 2015

Developing for King Westers...
[...] (just take a look at all the seemingly ... AUGUST 19, 2015

RECENT POSTS

Sex & the 6ix: Denise & Matthew

Style takes flight with designer Christopher Bates

What's the deal with the vinyl revival?

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EXAMPLE OF ONE OF YOUR ARTICLE PAGES

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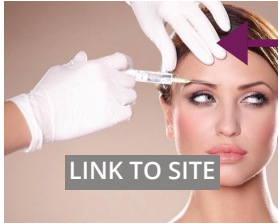
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Looking for a new juice cleanse? Our #SceneAndHeard gossip column is dripping with the stuff! bit.ly/1MUJodf1
pic.twitter.com/8XWTBxhm1o



LINK TO SITE

HOMEPAGE TAKEOVER - YOUR BRAND ON BACKGROUND



Beauty Bar

LASER CLINIC

Pomodoro Italian Kitchen

Real Italian For a Change! Pasta, Pizza, Pinnini Dine In/Take Out

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STYLE TAKES FLIGHT WITH DESIGNER CHRISTOPHER BATES

The sky's (literally) the limit.

NEWS

City happenings, events, gossip and more

SEX & THE SIX: DENISE & MATTHEW

BY: SHARRON TEBB / AUGUST 30, 2015 / LEAVE A COMMENT

Single? Looking? Come hither.

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The world's weirdest seafood and fish dishes

BY: VV MAGAZINE / AUGUST 25, 2015 / LEAVE A COMMENT

Beyond the bread: The world's craziest sandwiches

BY: VV MAGAZINE / AUGUST 20, 2015

Where to drink on the Toronto islands

BY: VV MAGAZINE / AUGUST 19, 2015 / LEAVE A COMMENT

VIEW

Check out vide VIDEOS of restaurants, spas, events and Gossip Grill segments with well-known personalities

Cheesewerks Restaurant in Toronto

BY: VV MAGAZINE / MARCH 10, 2015 / LEAVE A COMMENT

The Spa at the Four Seasons Hotel Toronto

BY: VV MAGAZINE / MARCH 3, 2015 / LEAVE A COMMENT

Earls on King Street in Toronto

BY: VV MAGAZINE / FEBRUARY 20, 2015 / LEAVE A COMMENT

THE LATEST

The latest in Food, Fashion, Travel and more

Style takes flight with designer Christopher Bates

BY: ALEXANDRA GRIGORESCU / AUGUST 28, 2015 / LEAVE A COMMENT

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The future is bright for Toronto designers Sully Wong

BY: ALEXANDRA GRIGORESCU / AUGUST 27, 2015 / LEAVE A COMMENT

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hazzy
Wesley inspired stripes and anchor design is...
DECEMBER 1, 2014

hazy
I like the jelly socks
DECEMBER 1, 2014

RECENT POSTS

3 Reasons To Start Online Dating Right Now With Lovelife

What Our Editors Are Currently Covering December Edition

America Restaurant Celebrates Thanksgiving

