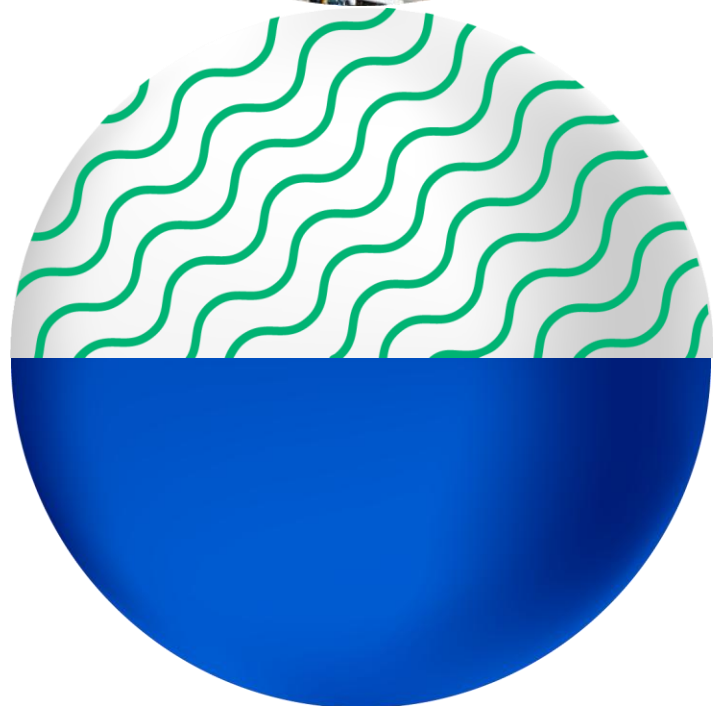




Media Kit

2019



The MaRS Ecosystem



Who we connect with

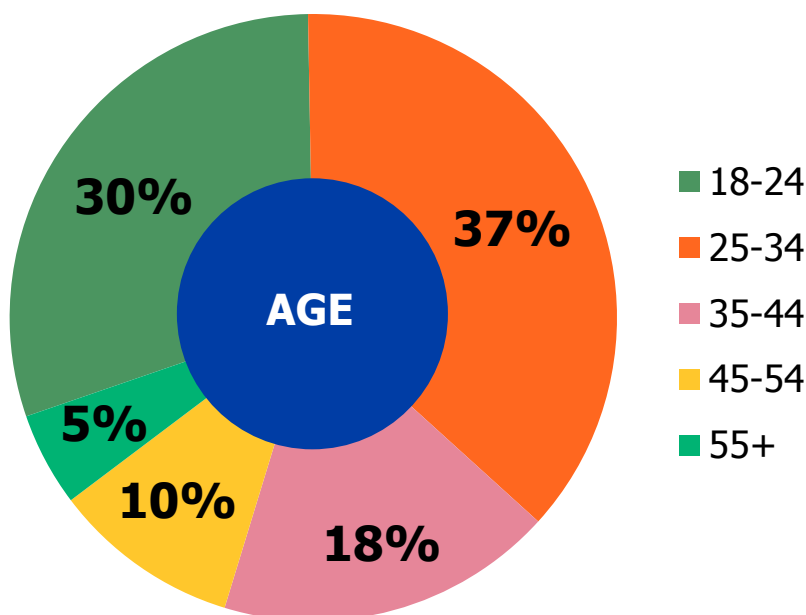
Our followers like to read about **tech, science, business,** and **leadership.**

13% disclose that they earn between **\$150,000 - \$199,999**

Popular industries for our audience to pursue a career in are:

- **Health services**
- **Finance**
- **Higher education**
- **Self-employment**
- **Management**

MaRSDD.com



TOTAL USERS

2.5 million
in the past year

TOTAL PAGEVIEWS

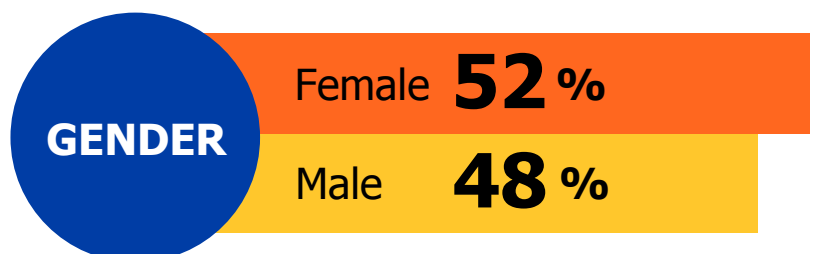
5.3 million
per month

TIME = MONEY

03:49
average time on page

WE'RE GLOBAL

24% Canadian
21.5% American
54.5% International



Social Media

MaRS reaches organic and paid audiences through articles, images, videos and audio across Canada's top-used platforms

STATS

Sponsored click-through rates range from

2% - 5%

Multi-format delivery keeps audiences' feeds interesting.

IMPRESSIONS

FB **484,200**

TW **770,700**

IG **18,000**

LI **190,800**

GO **10,000**

RE **90,000**

SP **32,000**

YT **14K+**

Highly engaged and active community



35,000
followers



85,000
followers



26,000
followers



7,500
followers



2,100
subscribers



Combined social media
followers over

222,000+

Newsletters

We reach an engaged list of **50K+** newsletter subscribers interested in innovation news as well as sector-specific lists including **health**, **fintech**, **cleantech** and **enterprise**.

Our lists also include entrepreneurs interesting in accessing educational resources, job-hunters looking for roles at startups, corporate innovators and investors.

AUDIENCE:

Entrepreneurs

People interested in innovation news

Job hunters

Corporate innovators

Health

Cleantech

Fintech

Enterprise

STATS AT A GLANCE



50K
subscribers



35.6%
avg. open rate



6.8%
avg. click-through
rate

Video Content Series



PIVOT

tells the success stories of entrepreneurs who realized something wasn't working in their company – or that a bigger opportunity was available – and how they changed course.

137,000+
views

1.1 million
YouTube
impressions

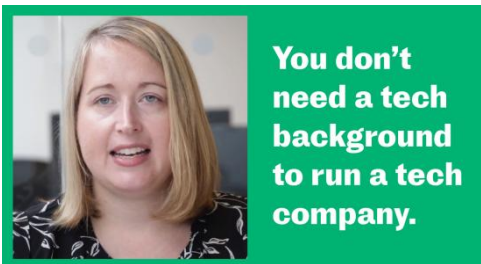


Grit

tells the stories of how successful entrepreneurs overcame early roadblocks or failures as they were building their companies — and ultimately persisted and thrived.

142,000+
views

790K
YouTube
impressions



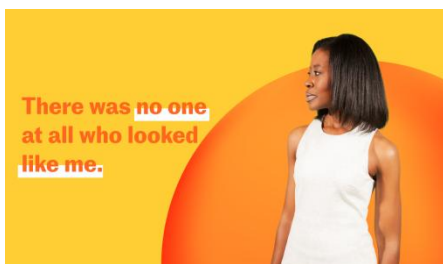
#TBH

from candid discussions about hiring practices to tips on how to scale big, in this short video series entrepreneurs and innovators share their candid thoughts on the ins and outs of running a startup.

13,000+
views

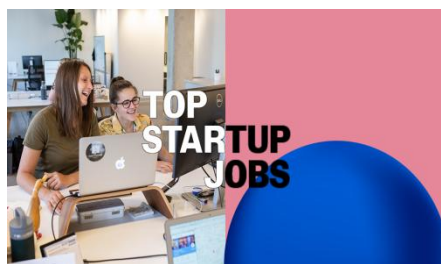
26K
YouTube
impressions

Written Series



World With(out) Women

In this issue of MaRS Magazine, Why the lack of diversity in science and tech is bad for the world, and the wonder women who are making a difference.



Top Startup Jobs

This series puts startups who are hiring in the spotlight in order to attract talent — giving them an idea of what it would be like to work there.

Custom Branded Series

Written branded content opportunities are available through print and digital magazines, blog articles and events.

PARTNERS:

bdc*

PayPal

accenture

Event Sponsorships

MaRS hosts over **2,000+** events annually, with over **20K+** attendees from **tech, science, health** and **business** backgrounds.



Key events for consideration:

Toronto Health Innovation Week

A week-long health focused event that connects partners, entrepreneurs, and investors featuring expert speakers.

Social Finance Forum

Canada's leading event seeing over 500+ attendees for people who believe profits should be paired with purpose.

MaRS Mornings

A monthly breakfast series that celebrates creative founders in the innovation community with 120+ attendees and an online livestream audience.

Thinkable

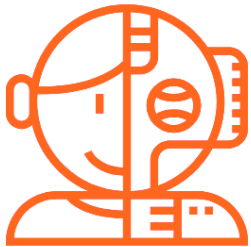
A one-day interactive event looking at smart cities of the future and how they will be impacted by AI, autonomous cars, cleantech and enterprise software.

Media Dinners

An intimate dinner brings together key executives in the Canadian technology ecosystem to speak with journalists and offer perspectives on their areas of focus and expertise.

Why Partner with MaRS

- Home to **1,200 high-growth** companies on the forefront of their fields.
- Sought after audience of over **400,000** who engage with MaRS on a weekly basis.
- In-house content team with deep understanding of what the innovation community is looking for and how to reach the right audience.
- Access to thought leaders and visionaries in innovative fields such as:



**Artificial intelligence
and machine learning**



Smart cities



Healthcare



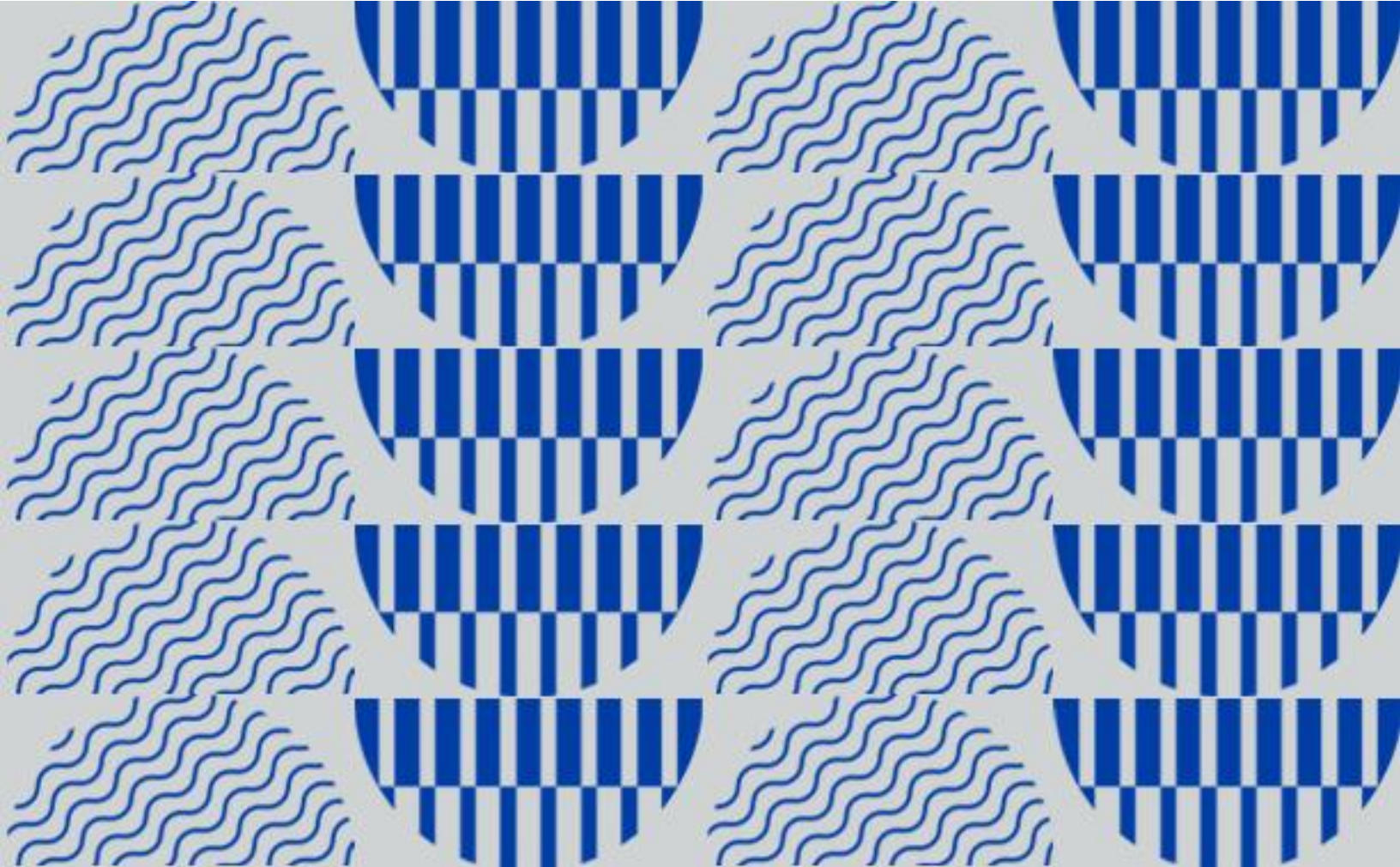
Cryptocurrency



Clean energy



Cannabis



Let's Work Together

MaRS Discovery District

MaRS Centre, South Tower

101 College Street, Suite 401

Toronto, ON M5G 1L7 Canada

marsdiscoverydistrict@marsdd.com

