MaRS Discovery District helps high-growth Ontario-based companies achieve global reach by helping them share their stories around the world.
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**: 1.3 million in the past year
- **TOTAL PAGEVIEWS**: 3 million in the past year
- **TIME = MONEY**: 03:28 average time on page

WE'RE GLOBAL

- 36% Canadian
- 20% American
- 44% International

GENDER

- Female 52%
- Male 48%
Social Media

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

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**STATS**

Sponsored click-through rates range from **2% - 5%**

Multi-format delivery keeps audiences’ feeds interesting.

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**IMPRESSION BREAKDOWN**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FB</td>
<td>5.8 million</td>
</tr>
<tr>
<td>TW</td>
<td>8.3 million</td>
</tr>
<tr>
<td>IG</td>
<td>216,000</td>
</tr>
<tr>
<td>LI</td>
<td>2.2 million</td>
</tr>
<tr>
<td>GO</td>
<td>150,000</td>
</tr>
<tr>
<td>RE</td>
<td>500,000</td>
</tr>
<tr>
<td>SN</td>
<td>20,000</td>
</tr>
<tr>
<td>YT</td>
<td>955,000</td>
</tr>
</tbody>
</table>

Highly engaged and active community

- **25,000** followers
- **88,100** followers
- **39,000** followers
- **9,700** followers
- **2,500** subscribers

Combined annual digital reach of over **17 million+**
Newsletters

We reach an engaged list of **62K+** newsletter subscribers interested in innovation news as well as sector-specific lists including *health*, *fintech*, *cleantech* and *enterprise*.

Our lists also include entrepreneurs interested 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**

- **62K** subscribers
- **31%** avg. open rate
- **6%** avg. click-through rate
Custom Video Content

**Impact**
tells human interest stories of real-life effects on the lives of those using technology developed by local entrepreneurs. These videos appeal to viewers’ emotional side and are typically longer-form.

63,000+ views
178K YouTube impressions

**Tech For Good**
tackles today’s most pressing issues by showcasing three elements: the problem, the solution and the companies behind modern innovations that are contributing in positive ways.

40,500+ views
60K social media impressions

**Tech Explained**
takes complex ideas and distills them for everyday audiences. Using on-screen experts, topics such as CRISPR, machine learning and blockchain are discussed for deeper understanding.

58,000+ views
450K 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.

**Monthly Jobs Roundup**
One of our most active series to date, this monthly series puts the spotlight on companies hiring in various roles across Canada.

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

CURRENT PARTNERS:

KPMG

#MOVE THE DIAL

MIT Massachusetts Institute of Technology

2019 MaRS Media Kit
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

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