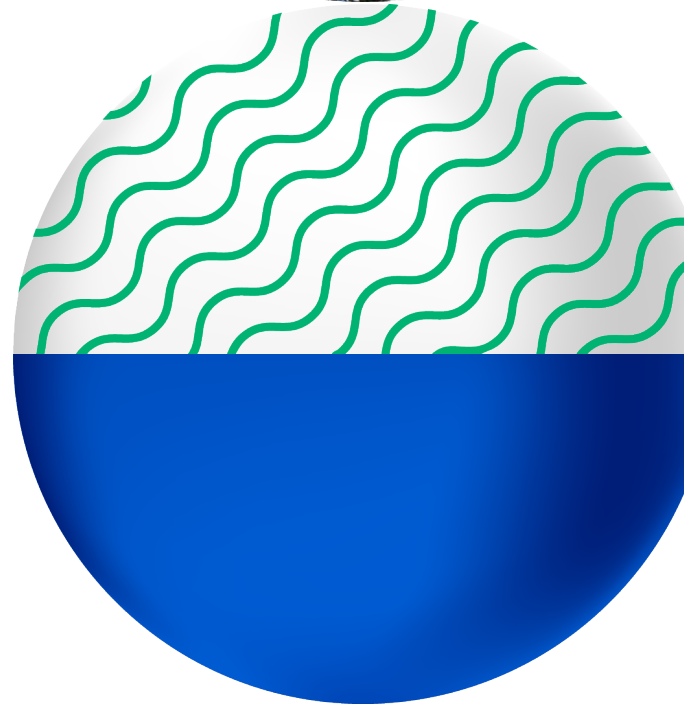




Media Kit



The MaRS Ecosystem



Who we connect with

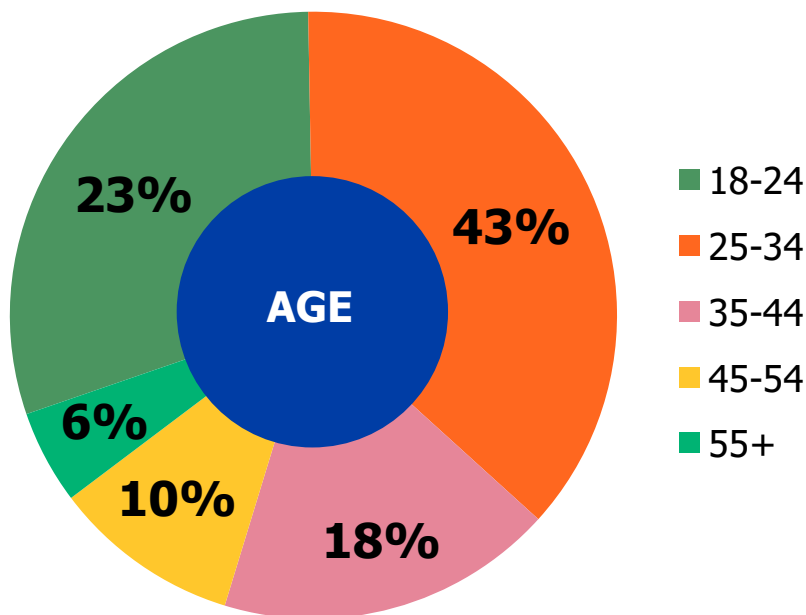
Our followers like to read about **tech, science, business,** and **leadership.**

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

1.3 million

in the past year

TOTAL PAGEVIEWS

3 million

in the past year

TIME = MONEY

03:28

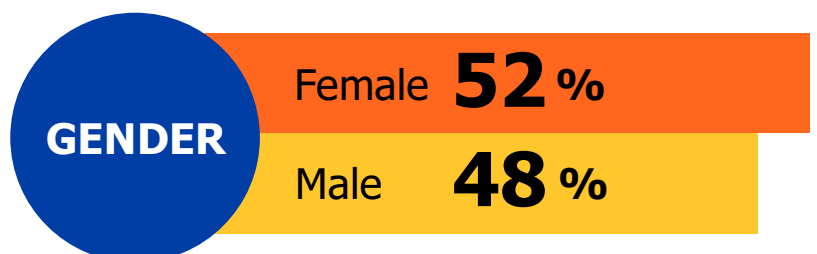
average time on page

WE'RE GLOBAL

36% Canadian

20% American

44% International



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.

IMPRESSION BREAKDOWN

FB **5.8 million**

TW **8.3 million**

IG **216,000**

LI **2.2 million**

GO **150,000**

RE **500,000**

SN **20,000**

YT **955,000**

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 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



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



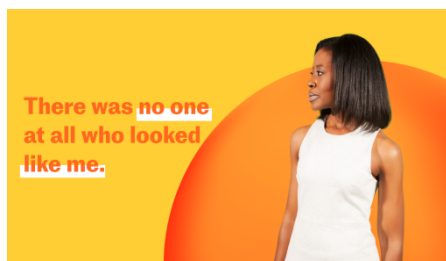
Tech Explained

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:



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

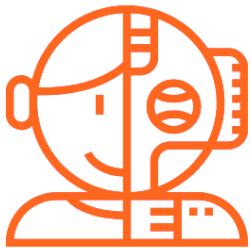
A one-day interactive event looking at smart cities of the future and how they will be impacted by AI, autonomous cars, cleantech and enterprise software.

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



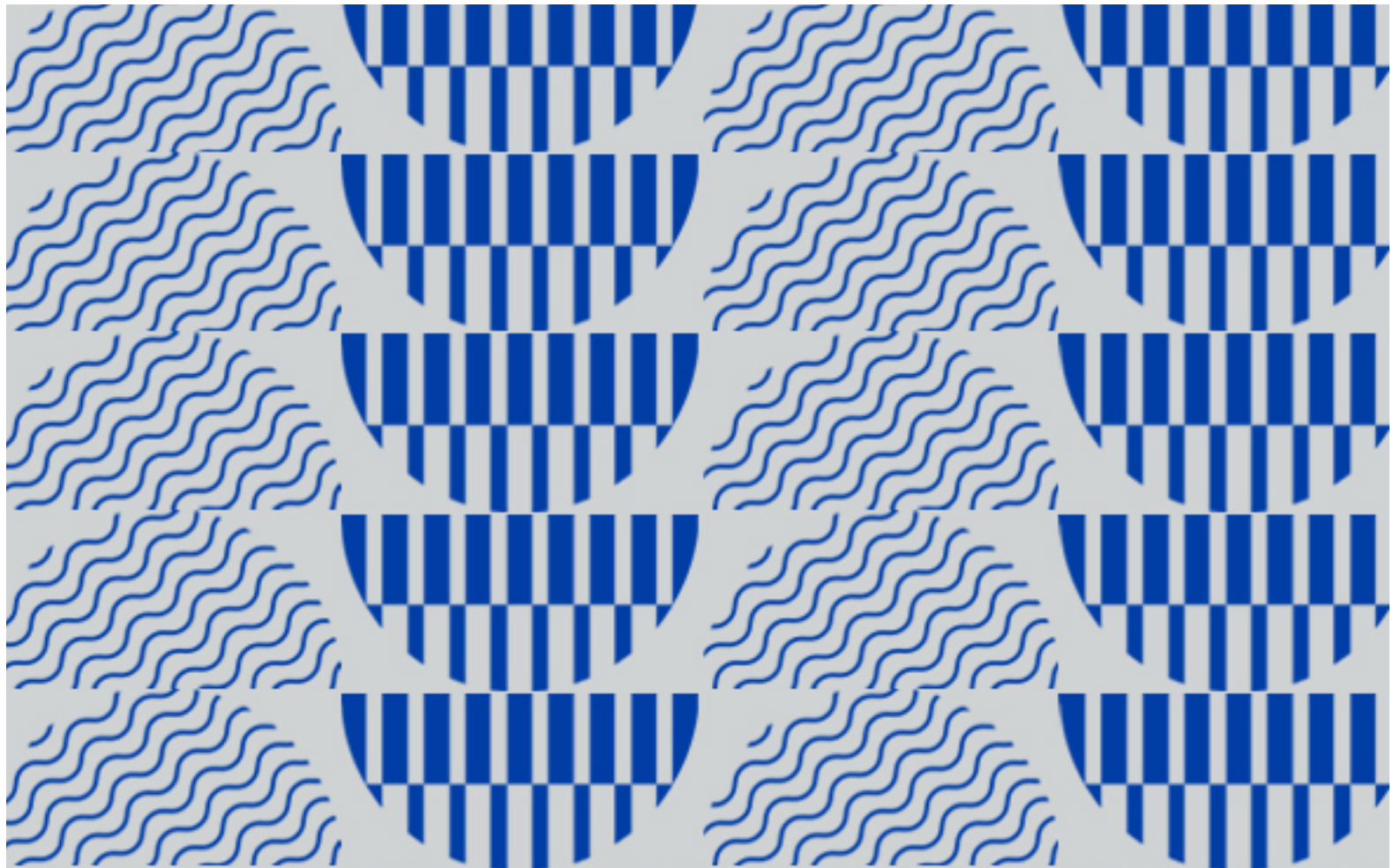
Cryptocurrency



Clean energy



Cannabis



Let's Work Together

MaRS Discovery District

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Toronto, ON M5G 1L7 Canada

marsdiscoverydistrict@marsdd.com

