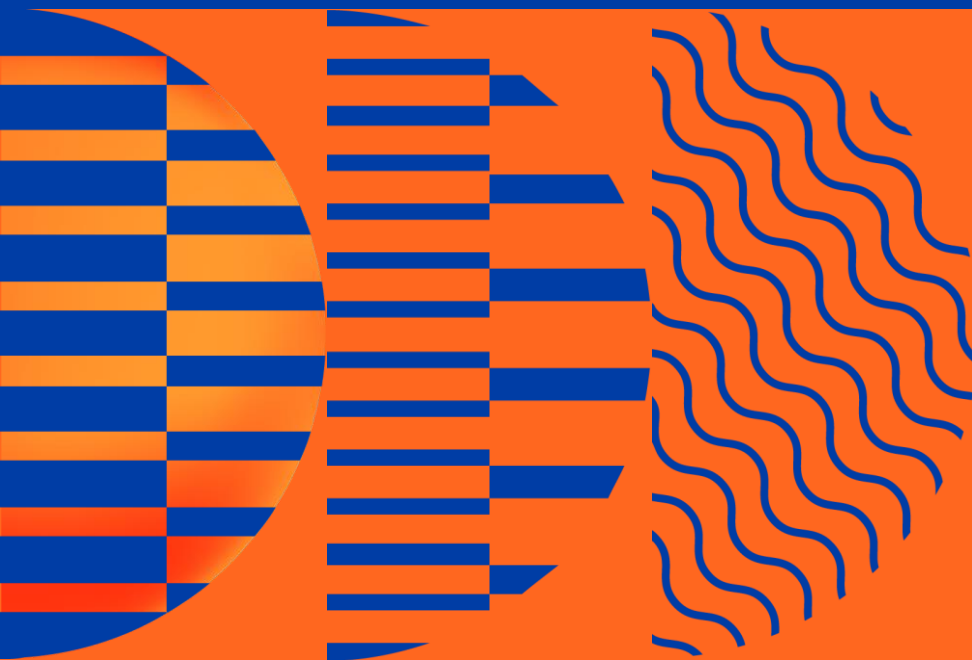


# Media Kit

2022



# The MaRS Ecosystem



# Who we connect with

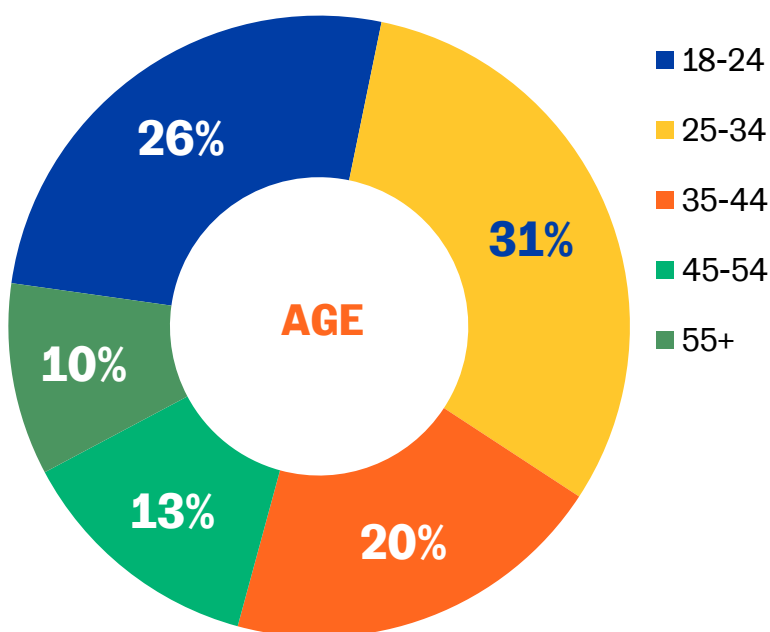
Our followers like to read about **tech, science, business,** and **leadership.**

**13%** disclose that they earn between **\$150K - \$200K**

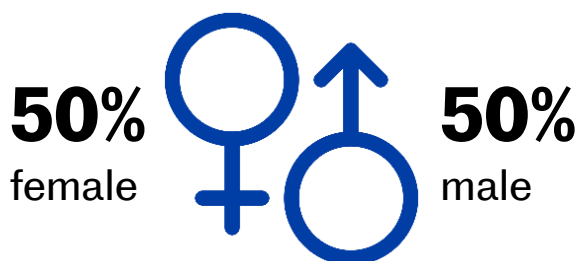
Popular industries for our audience to pursue a career in are:

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

## MaRSDD.com



### GENDER



### TOTAL USERS



**550K**  
in the past year

### TOTAL PAGEVIEWS



**1.1M**  
in the past year

### WE'RE GLOBAL



**60%** Canadian  
**14%** American  
**26%** International



# Social Media

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

Highly engaged and active community

**187,000+**  
followers

## STATS

Sponsored click-through rates range from

**2% - 5%**

Multi-format delivery keeps audiences' feeds interesting.



## IMPRESSION BREAKDOWN

Impressions **6.3M**

Engagements **120K**

Clicks **154K**

Click through rate **2.5%**

Video views **90K**

# Newsletters

We reach an engaged list of **65K** 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



**65K**  
subscribers



**31%**  
average  
open rate



**6%**  
average  
click-through rate

# Podcasts

## Solve for X: Innovations to Save the Planet

A special new podcast series, Solve for X delves into Canadian ideas and innovations that could help prevent the most disastrous consequences of climate change and build a cleaner future. From A.I. to advanced materials to energy optimization, tech journalist Manjula Selvarajah digs into the big questions and explores some of the challenges innovators face in scaling their solutions.

## SEASON 1 THEMES

### CONFRONTING WASTE: CAN WE MOVE TOWARD A CIRCULAR ECONOMY?

Diverting food waste from landfills and turning it into fuel

### THE GRID: IS IT TIME TO RETHINK OUR POWER SYSTEMS?

Revolutionizing our dinosaur infrastructure and connecting communities

### POWER: CAN WE FIND A NEW SOURCE?

A novel metal alloy that captures waste heat and reduces GHG emissions

### CARBON: HOW DO WE DEAL WITH OUR PROBLEM?

Vacuuming the sky and permanently removing carbon from the atmosphere

### TREES: CAN THEY REALLY SAVE US?

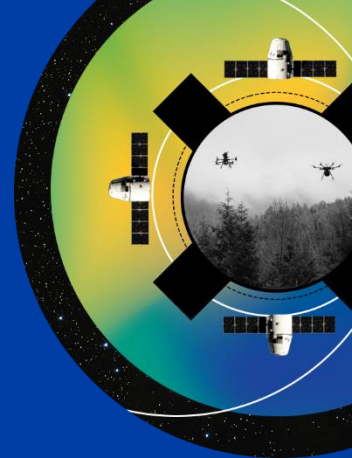
Replanting efforts using drones

### HOME: DOES CHANGE START HERE?

Cutting-edge pilot projects in your house and car

### CLEANER COMMUNITIES AND SMART CITIES

Giving commercial buildings and transit systems a facelift



# Custom Video Content



Capturing the potential of mRNA technology



How AI is transforming healthcare



Power Move: Pivoting in times of crisis

# Written Series

## Mission from MaRS

This series features Canadian companies with solutions that have the potential to mitigate GHG emissions in energy, transportation and real estate.

## Monthly Jobs Roundup

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.

## Tailored Branded Series

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

### MaRS Impact Health

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

### MaRS Mornings

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

### MaRS Climate Impact

Exploring the cleantech solutions and actions required to achieve global impact. Two days of immersive sessions, can't-miss conversations, informative breakouts and more.

### Media Dinners

Networking events that bring together key executives in the Canadian technology ecosystem to speak with journalists and offer perspectives on their areas of focus and expertise.

# PR Accelerator

The MaRS PR accelerator helps Canadian ventures compete in the evolving and shrinking media landscape.

A nimble team of PR professionals, journalists and digital experts with

proven success in building venture profile through earned media, developing thought leadership that spans the innovation ecosystem and producing a range of content types from magazines to video.

In 2020



**151**

venture stories generated



**604M**

total readership



**\$5.4M**

total ad equivalency

## Why Partner with MaRS

- Home to **1,400 high-growth** companies on the forefront of their fields.
- Sought-after audience of over **400,000** followers and subscribers.
- 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**



**Healthcare**



**Clean energy**



**Smart cities**



**Fintech**





# Let's Work Together

## **MaRS Discovery District**

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