

# efosa

**Lifestyle, Community and Culture**

Toronto and the GTA

**Media Kit**



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# Who We Are

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efosa is a community and cultural hub for all the fun happenings in the Greater Toronto Area, highlighting events, experiences, food spots, fun things to do, and resourceful information for small businesses and entrepreneurs in the GTA.

From content creation and beautiful photoshoots to detailed editorial features, we connect brands and businesses with the right audiences via engaging and impactful stories and content.



# WE

highlight the best events, fun things to do, and experiences in Toronto and the GTA.

connect brands and businesses with the right audiences via engaging and impactful stories.

showcase small business and initiatives for entrepreneurs in the GTA

Impressions from our social channels

**100K**

90k Instagram profile visits monthly

**90K**

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Social Media Following

**13K**

Average visits from Google Search Monthly

**20K**



## What Do We Showcase in the GTA?



# What We Showcase

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As a content and cultural hub for events, experiences and fun things to do happening in the GTA, efosa reaches hundreds of thousands in the GTA who are looking to spend money, time and energy to explore fun things in the city. efosa utilizes its newsletter, website and social media outlets to reach audience segments and target customers

Our audience becomes your potential customers.



## **EVENTS, EXPERIENCES, FUN THINGS TO DO, LIFESTYLE AND FOODIE STUFF**

- |                        |                            |
|------------------------|----------------------------|
| Concerts               | Places to Visit            |
| Art Shows              | Holiday Themed Experiences |
| Food/Film Festivals    | Fashion Shows              |
| Music Festivals        | Cultural Events            |
| Farmers Markets        | Community Events           |
| Small Business Markets | Fun Things to do           |
| Car Shows              | Best Food Spots and more!  |

## **ENTREPRENEURSHIP AND RESOURCES**

- Small Business Markets
- Grants for Small Businesses
- Grants for Entrepreneurs
- Announcement for Vendor applications



# What Type of Content Do We Create?



# Our Content

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We use our website, social media and dedicated newsletters to inform our audience about events, experiences and fun things to do happening in the GTA.

Our content ranges from full page editorials to fun and whimsical social content. We work diligently to inform our audience about events, experiences, and fun things to do and tell our client's stories to the GTA's audience through an authentic voice that resonates

## WEBSITE AND NEWSLETTERS

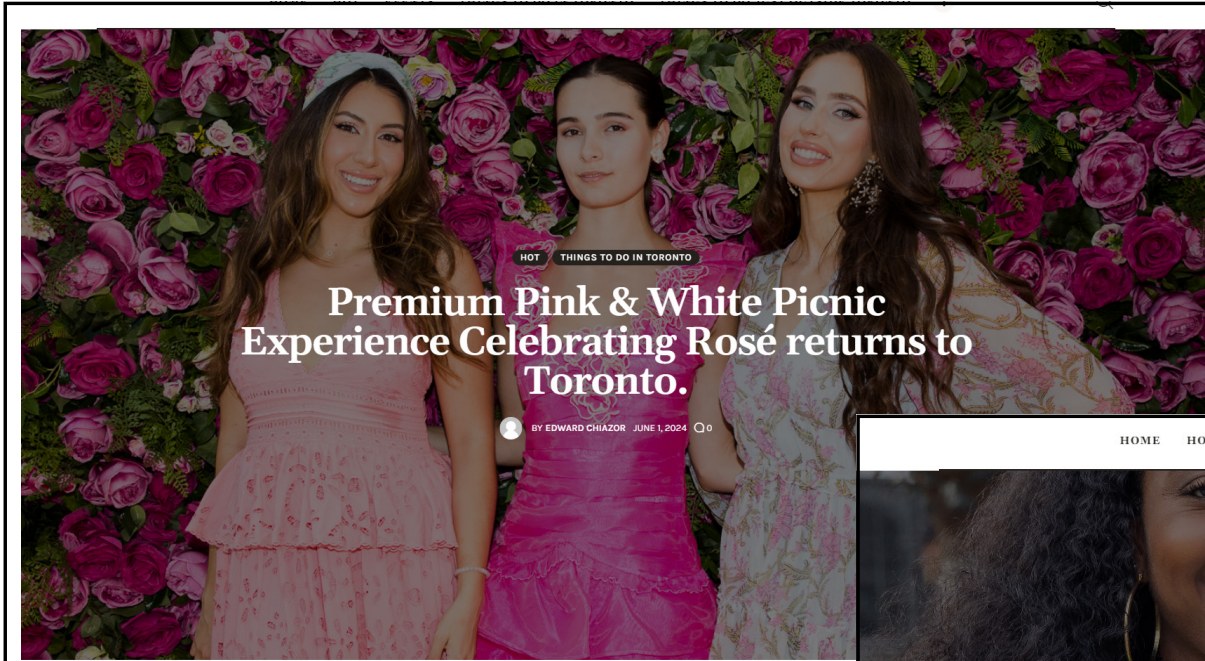
- Editorials
- Articles
- Weekly Things to Do Listicles
- Event Announcements
- Event Coverage and Recap Articles
- Contests and Giveaways
- Dedicated Newsletters
- Branded and Promotional Content

## SOCIAL MEDIA

- Social Posts
- Weekly Things to Do Posts
- Video Content (Reels)
- Event Announcements
- Social Posts with Links to Articles
- Contests and Giveaways
- Branded and Promotional Content



# Our Content

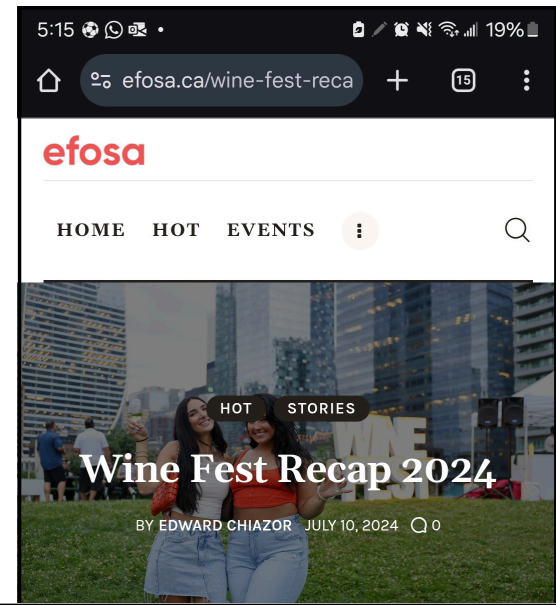


## Premium Pink & White Picnic Experience Celebrating Rosé returns to Toronto.

BY EDWARD CHIAZOR JUNE 1, 2024

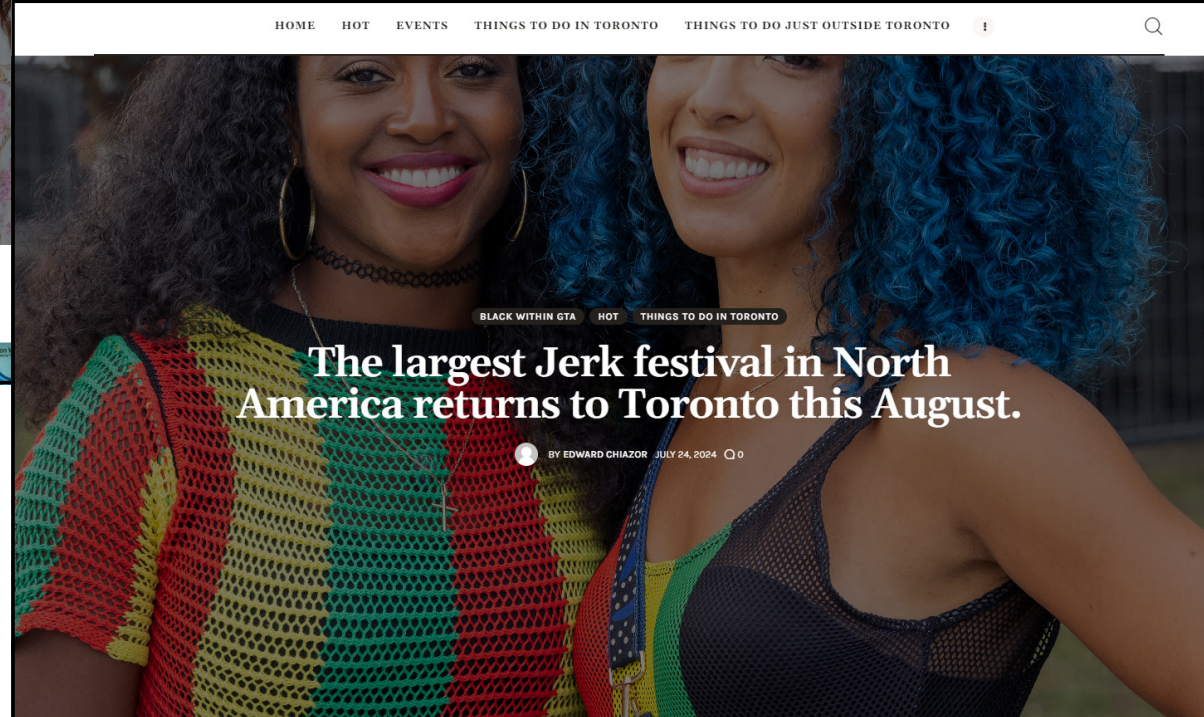


Laughter, Lounge, Luxury, and Summer Fun



## Wine Fest Recap 2024

BY EDWARD CHIAZOR JULY 10, 2024



## The largest Jerk festival in North America returns to Toronto this August.

BY EDWARD CHIAZOR JULY 24, 2024



## Caribbean Cuisines, Music, Summer Vibes, and Fun!

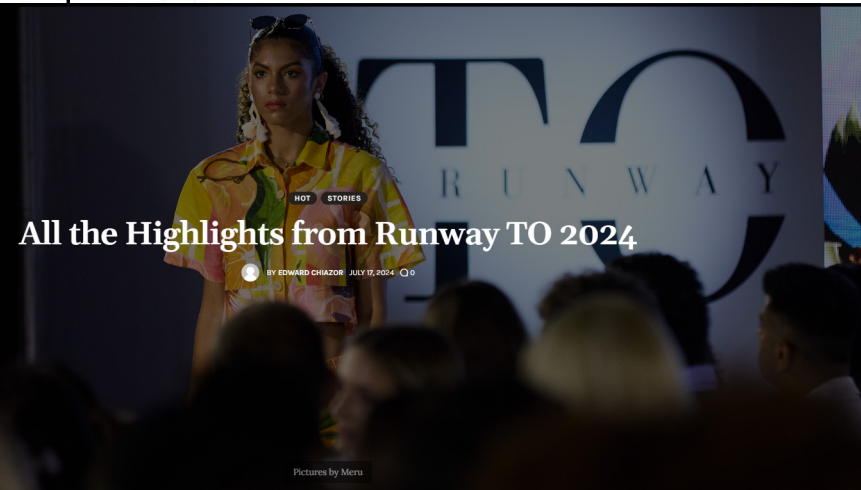
The Largest Jerk Festival in North America returns to Toronto this August, JerkFest, returns to Toronto for three days from August 9th to 11th at the Centennial Park.

### TRENDING POSTS



Things To Do In Toronto This Weekend – December 5th to 8th, 2024

DECEMBER 4, 2024



## All the Highlights from Runway TO 2024

BY EDWARD CHIAZOR JULY 17, 2024

Pictures by Meru

### A Celebration of Fashion in Toronto

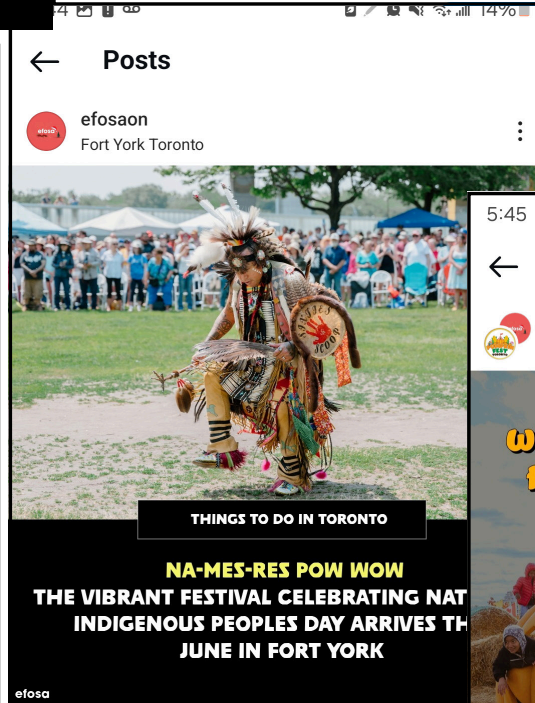
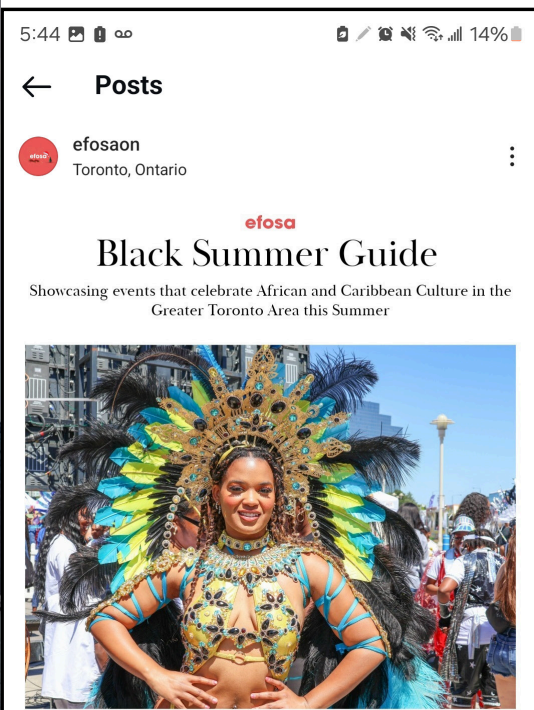
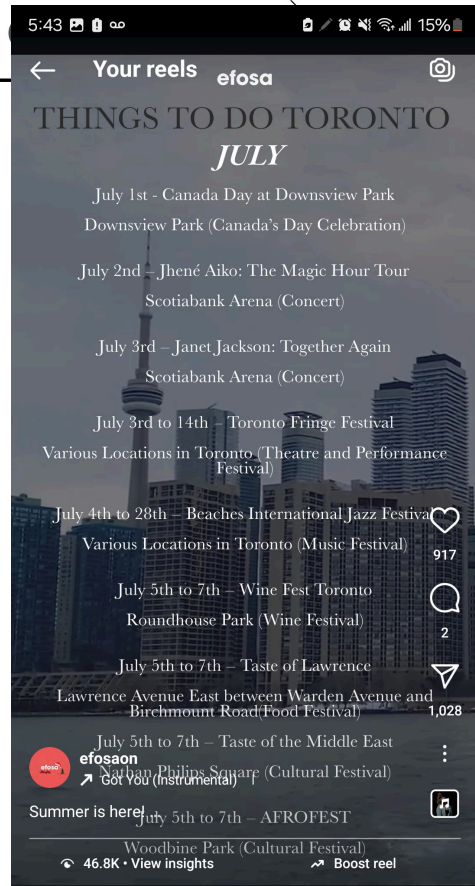
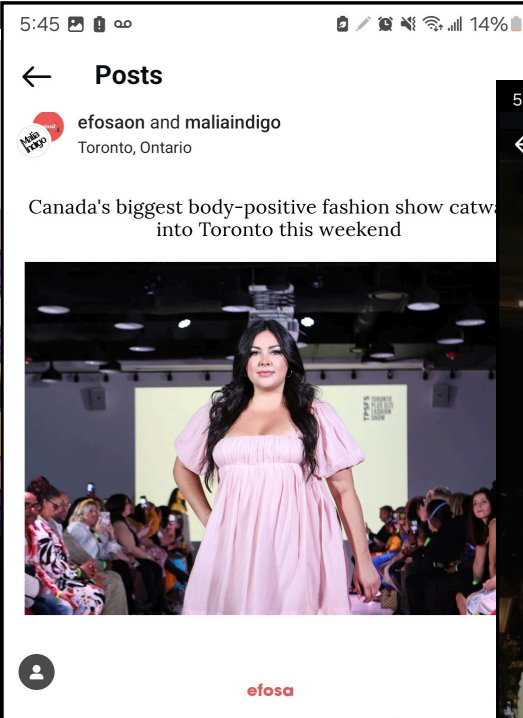
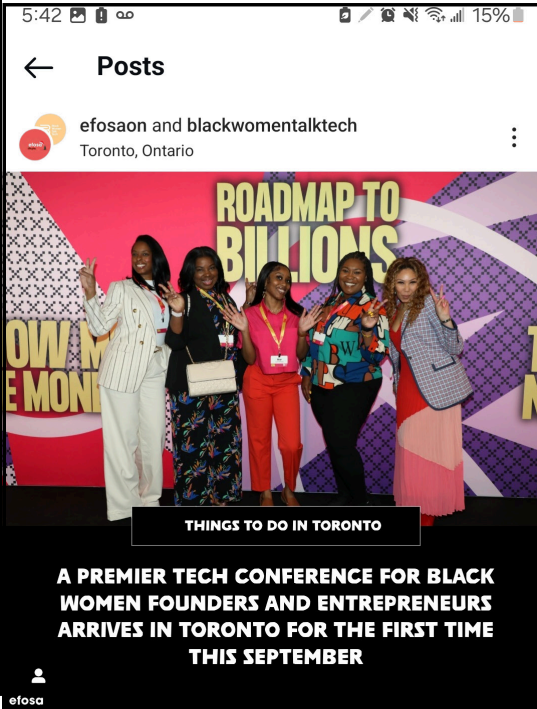
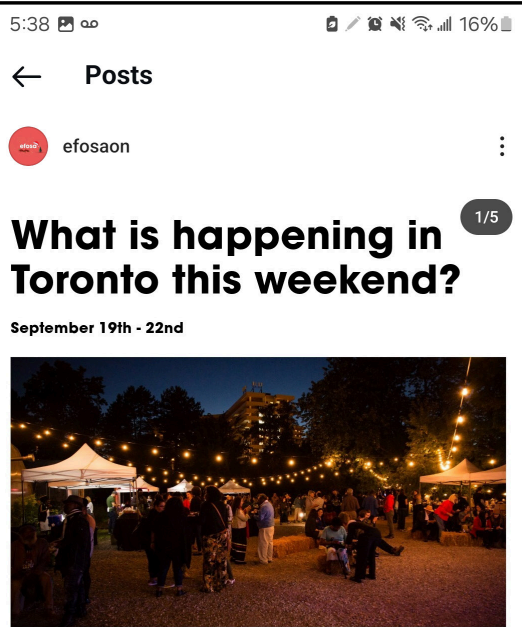
On June 29th, 2024, Runway TO made its grand return to Toronto, this time transforming Parkdale Hall into a contemporary venue for high fashion. This exclusive Toronto summer fashion showcase highlighted nine extraordinary designers' latest summer season collections and designs on over 70 mesmerizing models.

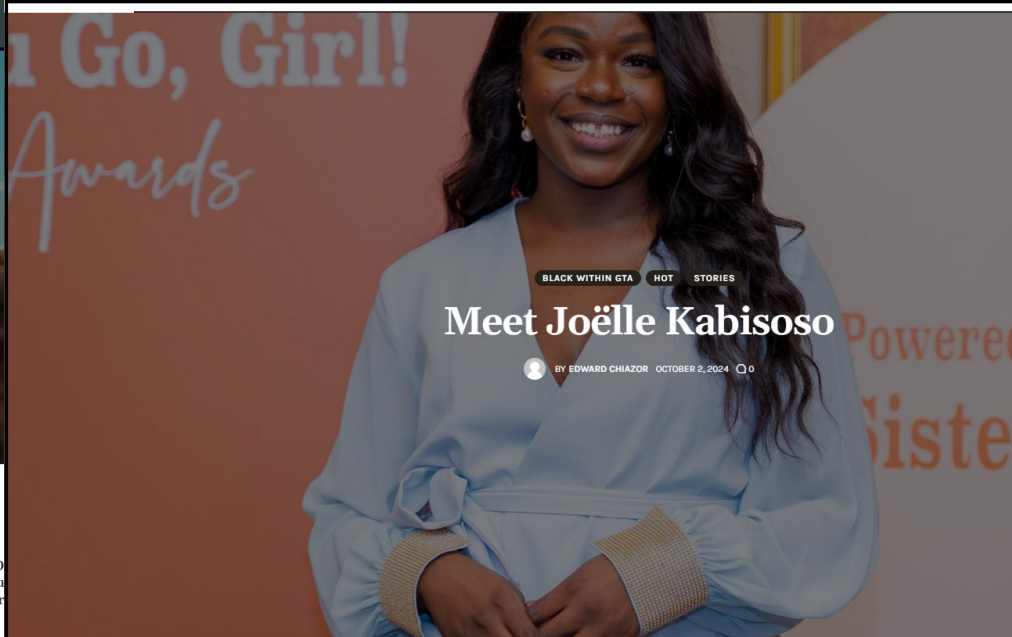
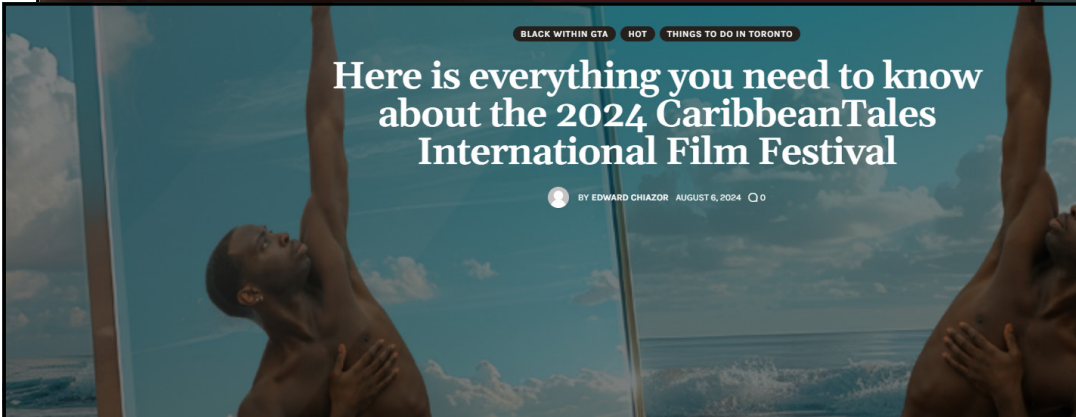
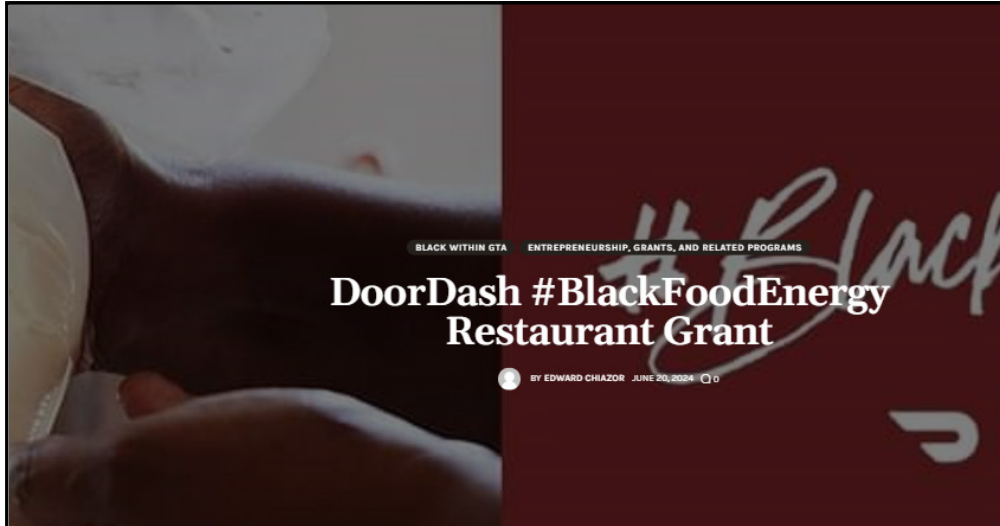
### TRENDING POSTS



Things To Do In Toronto This Weekend – December 5th to 8th, 2024

DECEMBER 4, 2024





- f
- x
- in
- globe

### Epic showcase of established and emerging filmmakers of Caribbean and African heritage in Toronto

It is finally here! The Annual CaribbeanTales International Film Festival (CTFF) returns for its 19th Edition in Toronto, showcasing the talents of established and emerging filmmakers of Caribbean and African heritage.



### TRENDING POSTS



The Government of Ontario awarding grants to support student entrepreneurship summer in Ontario

JANUARY 10, 2025



The City of Burlington awarding grants of up to 7,000 for arts and cultural projects in Burlington

JANUARY 10, 2025



RBCxMusic & Prism 1 collaborate to support emerging artists and filmmakers in Canada via the MVP grant fund

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- x
- in

### Learn how the founder of Sisters in Sync, Joëlle Kabisoso, uplifts and advocates for adolescent Black girls and gender equality in the GTA.

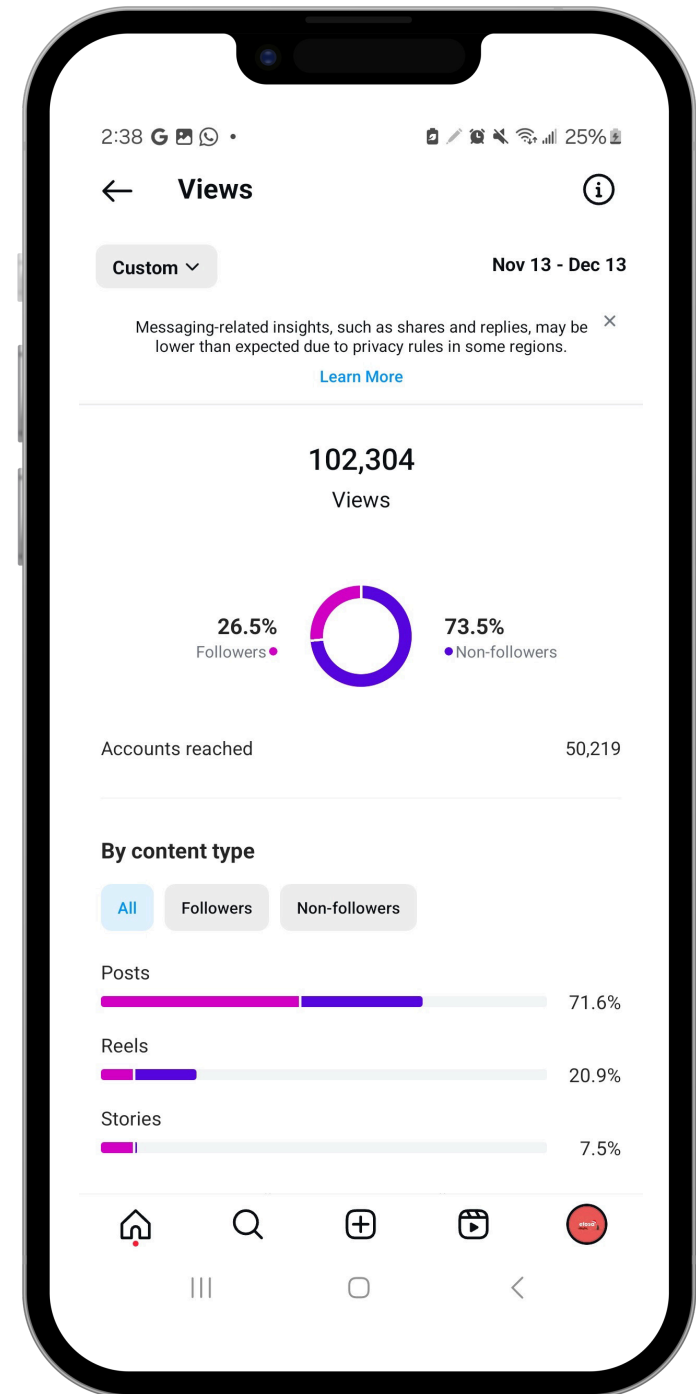
On Friday, October 11th, 2024, Sisters in Sync hosts its fourth annual You Go, Girl!



The Government awarding grants to support student entrepreneurship summer in Ontario

# Our Audience and Stats

- Over 100k impressions from our social channels
- 90k Instagram profile visits monthly
- 13k Instagram followers
- 20k average visits from Google Search Monthly
- 80k organic visits keywords indexed by Google Search engine
- 1.3k Newsletter Subscribers



\*\*Our statistics as at December 13th, 2024

# Our Rates

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## WE OFFER

- Editorials **\*\*over 700 words\*\*** (We create, you validate, we publish)
- Article **\*\*250 to 400 words\*\*** (We create, you validate, we publish)
- Custom Video Content (We create, you validate, we publish)
- Collaborative Contests and Giveaways
- Social Posts
- Social Posts (Reel)

## RATES

\$ 300  
\$ 150  
\$ 125  
\$ 50  
\$ 100  
\$ 100

## CREATIVE ADD-ONS

- Event Photography
- Affiliate Codes and Links
- Full photoshoot on-figure or off-figure with management and creative direction by efosa

## Prices Available on Request

**\*\*Ask us about our rates for first-time clients**

# Custom Digital Content

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Our comprehensive package includes

**RATE**

- Original Article written by efosa
- Client supplies visual assets and efosa writes, edits & designs
- Client approves content before posting/publishing
- Sponsored article lives as homepage in tile for 48 hours, online in perpetuity
- Event Announcement Social Post
- Vendor Application Announcement\* Newsletter
- Includes: 1x newsletter mention
- Includes: 1 post on our social media and share on our stories
- Inclusion in our Things to do in Listicles \*For Events only
- Inclusion in our Things to do in Reels\* For Events only
- Giveaway or Contests
- No impression guarantee

\$ 700

## **CREATIVE ADD-ONS**

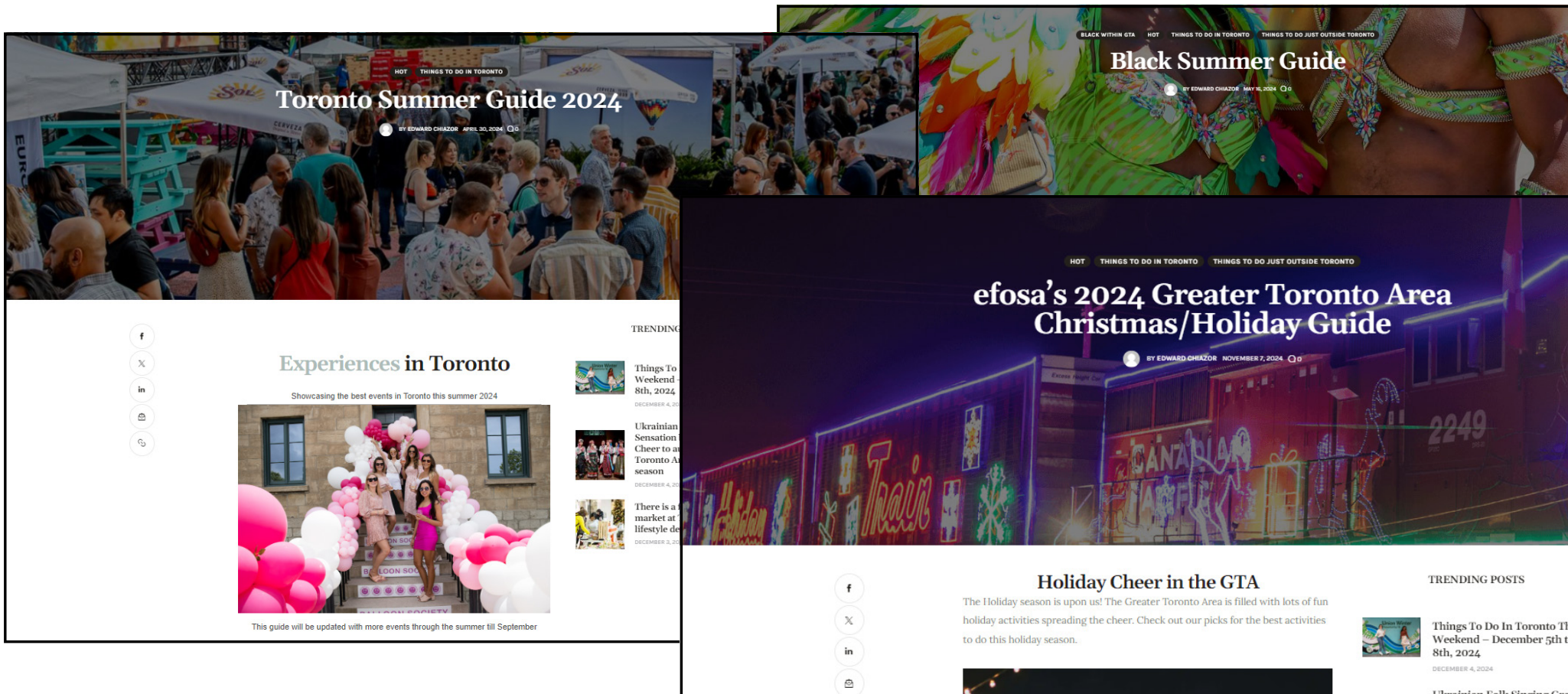
- Event Photography
- Full photoshoot on-figure or off-figure with management and creative direction by efosa

**Prices Available on Request**

# Digital Publications

Yearly, we work with organizations and brands to promote events in our yearly digital publications. Over 100,000 people saw our digital publications in 2024 within the GTA.

- Summer Guide - showcases the best summer events in the GTA
- Holiday Guide - showcases the best holiday events in the GTA
- Black Summer Guide - showcases the best Black and Afro-centric events in the GTA



# Digital Publication Rates

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We work diligently to organically tell our client's stories and showcase events at the most festive time of the year in the GTA

	<b>RATE</b>
• Summer Guide (Due Date for inclusion: May 19th)	\$ 200
• Holiday Guide (Due Dates - November 19th)	\$ 250
• Black Summer Guide (Due Date for inclusion: May 19th)	\$ 200

\*Inclusion in the Summer Guide and Black Summer Guide will require a single payment fee

## **CREATIVE ADD-ONS**

- Event Photography
- Full photoshoot on-figure or off-figure with management and creative direction by efosa

**Prices Available on Request**



# Media Partnerships

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We partner to promote and provide full coverage for events happening in the GTA

- Original Article written by efosa
- Client supplies visual assets and efosa writes, edits & designs
- Client approves content before posting/publishing
- Sponsored article lives as homepage in tile for 48 hours, online in perpetuity
- Event Announcement Social Post
- Vendor Application Announcement\* Newsletter
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- Inclusion in our Things to do in Listicles \*For Events only
- Inclusion in our Things to do in Reels\* For Events only
- Giveaway or Contests
- No impression guarantee
- Event Photography
- Full photoshoot on-figure or off-figure with management and creative direction by efosa

**Prices Available on Request**

\*\*Ask us about our rates for first-time clients and non-profit organizations

# Brand and Business Collaborations

We collaborate with brands, small businesses & organizations of different sizes via customized packages



Prices Available on Request

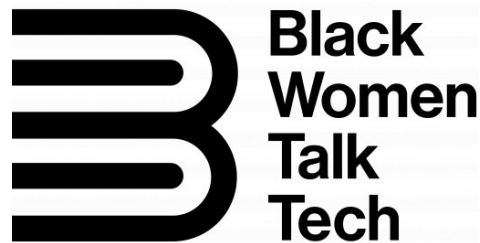
\*\*Ask us about our rates for first-time clients and non-profit organizations

# Who Have We Worked With?

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The  
Standard.



and many more!!!

# efosa

Lifestyle, Community and Culture

[www.efosa.ca](http://www.efosa.ca)



[efosaon](https://www.instagram.com/efosaon)

## Contact Us

### ADVERTISING

For advertising and custom content inquiries.

[advertising@efosa.ca](mailto:advertising@efosa.ca)

### PARTNERSHIPS

For strategic partnerships

[partnerships@efosa.ca](mailto:partnerships@efosa.ca)

### ENTREPRENUERSHIP

For entrepreneurship and small business inquiries

[entrepreneurship@efosa.ca](mailto:entrepreneurship@efosa.ca)

### OTHER INQUIRIES

For additional inquiries

[info@efosa.ca](mailto:info@efosa.ca)