

2008 MEDIA KIT

A COMPREHENSIVE GUIDE OF DISTINCTIVE PROPERTIES

PRESTIGE HOMES

Prestige Home is a glossy bi-monthly luxury living magazine. Our delivery is distributed to 50,000 Toronto Star subscribers targeted by neighbourhood and income.

- dream homes
- country escapes
- luxury condominiums

Picture your ad in our beautiful 7x10 inch colour glossy.

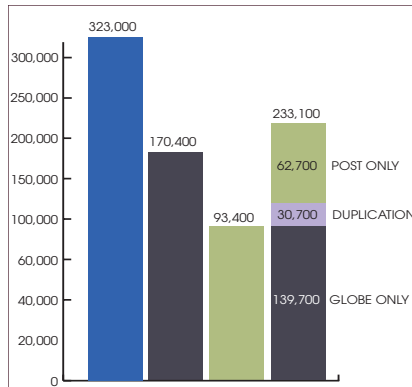


YOUR COMPETITIVE ADVANTAGE IN THE GREATER TORONTO AREA

- Targeted delivery to the most affluent subscribers of the Toronto Star
- The Toronto Star reaches more affluent readers in the Greater Toronto Area than The Globe and The Post combined
- The Toronto Star reaches more Managers and Professionals than The Globe and The Post combined.

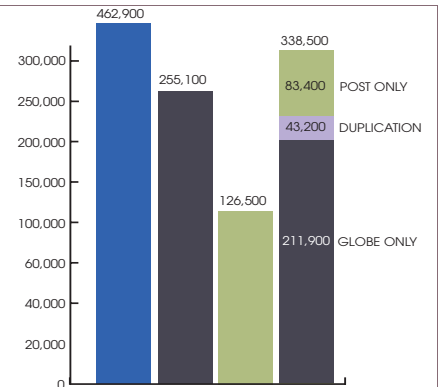
TARGETED DISTRIBUTION THROUGH TORONTO STAR

Household Income \$100M+



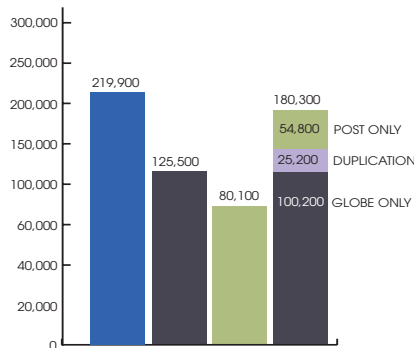
Target: Adults 18+
(1,223,900)

University Educated



Target: Adults 18+
(1,628,700)

Managers & Professionals



Target: Adults 18+
(880,700)

Legend: Star (Blue), Globe (Dark Grey), Post (Light Green)

Source: Fall06/Spring07 NADbank Study - Toronto

