Serving The Residents Of
SOUTHWEST SCARBOROUGH,
EAST DANFORTH
And
THE BEACH
Since 1972
The BEACH METRO NEWS is the exclusive “go-to” bi-weekly print and 24/7 online source for news and information on events and happenings specific to Southwest Scarborough, East Danforth and The Beach.

Our comprehensive community news coverage, our columnists and extensive listings are essential to life in three of Toronto’s affluent neighbourhoods.

The Beach Metro News’ unshakable editorial integrity and unwavering voice as an independent media source with a social conscience has woven the paper into the fabric of the community to a degree that is immeasurable.

Editorial Integrity...Great Columnists...Extensive Listings...Great Features Create ENGAGED READERSHIP
**MEET OUR READERS**

- **214,000** PRINT READERS PER MONTH
- **27,000** ONLINE READERS PER MONTH
- **241,000** COMBINED READERS PER MONTH

*Beach Metro News* is a reflection of the neighbourhood that it serves, reporting on community events, political activity, and lifestyle. The editorial team and columnists maintain a high standard, and as a result, *Beach Metro News* has nurtured a loyal and engaged readership that has remained consistent for more than 45 years.

- **$244,000.00** is the average household income
- **82%** of our readers have a post secondary certificate, diploma, graduate or higher degree
- **70%** of our readers work as white collar professionals
- **63%** of our readers are baby boomers
- **35%** of our readers are between the ages of 31 to 55
- **80%** list *Beach Metro News* as their primary source of community news
- **49%** have school aged children
- **68%** of residents are spending less than 30% of their income on shelter costs
- **50%** of our residents own their home
- **45%** of our homeowners do not have a mortgage
- **31%** have at least two people under 16 years of age
- **47%** have more than 2 people in household
- **67%** say that seeing a business’s ad in *Beach Metro News* makes them feel that the business is a contributor to the community

We also have lots of:

- Movie Lovers
- Home Décor Lovers
- Avid Readers
- Shutterbugs
- Fitness Buffs
- Travel Buffs
- Pet Lovers
- Cooking Enthusiasts
- Nightlife Enthusiasts
- Gardiners
- TV Lovers
- Political Junkies
- Music Lovers
- Art and Theatre Lovers
- Celebrity News Junkies
What makes The BEACH METRO NEWS so strong;

1. Hyper local coverage. We provide a unique perspective on people, life and events in West Scarborough, East Danforth and The Beach.

2. Enduring focus on our readers. The Beach Metro’s content features exclusively the people living in our distribution area.

3. Constant reporting on West Scarborough, East Danforth and The Beach. Through compelling local articles and features we have built and maintained strong relationships with our readership.
PRINT MEDIA WITH A PASSION...
As the strongest independent print bi-weekly in Toronto, The Beach Metro continues to create new ways to communicate with our readers with...

COMPELLING FRONT PAGES: The Beach Metro’s engaging front page continues to catch the eye of our readership and reflect major themes relevant to the residents of West Scarborough, East Danforth and The Beach.
THE BEACH METRO NEWS FEATURES THE BEST COLUMNISTS.....
From news to hobbies to food, music, sports to film, every edition of Beach Metro News presents the most informed columnists available.

The list of columnists includes:

Jan Main
Edward Finstein
Ann Brokelman
Steven Chadwick
Dr. Nigel Skinner
Katie Fullerton
Thomas Neal

Stephen Wickens
Sheila Blinoff
Gene Domagala
Mary-Fran McQuade
Alex Webster
Sheila Ream
Compelling FEATURES
On Our Residents Are Always A Reader Favourite...

Eye on Business
By Joel Sherman and June Klima

IT CAN take more than a day to get Texan-style smoked meat just right over a low flame, says Terrance Hill, who has flown from Dallas to help his cousin Daren Leat launch the Beach Hill Smokehouse at Main and Gerrard. It has taken a lot longer to get the crew to be a business: restaurant together “in essence, over 10 years in the making,” said Leat inside the restaurant at 17 Main St., which is slated to open next week.

Plans for the restaurant began marinating when Leat and Hill were playing football together at Penn State University in Pennsylvania, Hill, who has been smoking meat since he was 11, moved to Toronto earlier. “I came to Toronto... ‘We gotta get a taste in Toronto,’” said Leat. The men that Hill—the in Beach Hill—to bring a Beach will rotate but also a southern staple. “We’re both from Texas, we’re doing "chicken, tater-tater” and that’s our daily diet,” said Hill, noting it is all going...
Comprehensive and hyper local coverage of youth sports and events keep our FAMILIES constantly ENGAGED in The Beach Metro News.

Our SPORTS PAGE is a MUST for any advertiser reaching out to the families living in our community!
Our younger readers look for the relevant features and advertising in The Beach Metro News to learn about concerts, events and activities specific to their interests.
Bring Your Message To Life!

The Beach Metro News
Solves Problems

The Beach Metro News provides businesses with the opportunity to bring their message to life with advertorial content and accompanying images.

Advertisement

Don’t Pay Another Cent in Rent to Your Landlord Before You Read the FREE Special Report

TORONTO BEACHES - If you’re like most renters, you feel trapped within the walls of a house or apartment that doesn’t feel like yours. How could it when you’re not even permitted to bang in a nail or two without a hassle. You feel like you’re stuck in the renter’s rut with no way of rising up out of it and in this FREE Special Report. It doesn’t matter how long you’ve been renting, or how insurmountable your financial situation may seem. With the help of this report, it will become suddenly clear to you how you really can save for the down payment and stop wasting thousands of dollars on rent.

To order a FREE Special Report, visit www.UniqueDomainName.com or to hear a brief recorded message about how to order your FREE copy of this report call toll-free 1-844-336-0437 and enter 1001. You can call any time, 24 hours a day, 7 days a week.

Get your free special report and stop wasting thousands of dollars on rent NOW.

Mark Realty Ltd. Not intended to solicit buyers or sellers currently under lease or sale.

Take ‘Making a Will’ off your To-Do List

Spring is a great time for getting organized, including creating or updating your Will. This may not be an uplifting topic, but it is an important one. If you do not have a Will at death:

- Provincial legislation will determine who your beneficiaries are and how your assets will be distributed;
- Time, complexity and expense of settling your Estate will be needlessly increased; and
- If both you and your partner pass away, a Judge will decide who will take care of your minor children and who will manage trust funds on their behalf.

Do not let these important decisions be made by others on your behalf – make a Will, decide who will have these important roles, and ensure your loved ones are taken care of.

As we age or when we have major life changes (new home, births, changes in income, etc.) a Will needs to be reviewed. You should ensure you have an appropriate Executor (now called an Estate Trustee), and a named alternate in case your first choice cannot act. You should review your beneficiaries, including considering whether to recognize grandchildren or Charities in your Will, for example. If you have minor children, you should ensure the named Guardian and the Trustee of the children’s funds continue to be appropriate.

Making a Will does not need to be a scary or complex experience. A legal advisor such as myself can guide you through the process in a simple, stress-free manner.

My clients often tell me how relieved they are to have completed their Wills and how much easier the process was than expected. Let me help you to make ‘Making a Will’ off your To-Do list.

Julie DiGregorio
Barrister & Solicitor
Snider & DiGregorio
978 Kingston Road
416-699-0424
www.sdlegal.ca
## Beach Metro Community News
### Publication Schedule 2018

2196 Gerrard Street East, Toronto, M4E 2C7

**Reserve Your Display Advertising Space Early**

<table>
<thead>
<tr>
<th>Issue number</th>
<th>2018 Publishing Dates</th>
<th>2018 Deadlines - @ 5 p.m.</th>
</tr>
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<tr>
<td>20</td>
<td>January 9</td>
<td>January 2</td>
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<tr>
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<td>June 26</td>
<td>June 18</td>
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Closed June 29 to July 6

| 10           | July 17                | July 9                   |

Closed July 19 to August 10

| 11           | August 21              | August 13                |
| 12           | September 4            | August 27                |
| 13           | September 18           | September 10             |
| 14           | October 2              | September 24             |
| 15           | October 16             | October 9                |
| 16           | October 30             | October 22               |
| 17           | November 13            | November 5               |
| 18           | November 27            | November 19              |
| 19           | December 11            | December 3               |

Closed December 17 to January 1

www.beachmetro.com | 416-698-1164

To book your ad please contact our Mark Ireland at ext. 26
For Information On
Ad Sizes And Prices Please Contact:

Mark Ireland
416 698 1164 Extension 26
or at
mark@beachmetro.com