



**Serving The Businesses And Residents Of
LESLIEVILLE,
SOUTHWEST SCARBOROUGH,
EAST DANFORTH
And
THE BEACH
Since 1972**

Editorial Integrity - Great Columnists - Extensive Listings - Great Features

Beach Metro News 2019 Retail Media Kit

MEET OUR READERS

215,000

PRINT READERS
PER MONTH

35,000

ONLINE READERS
PER MONTH

250,000

COMBINED READERS
PER MONTH

- **39% will buy a new or used vehicle over the next five years**
- **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 over the age of 55
- **\$244,000.00** is the average household income
- **80%** list the 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' 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
- Travel Buffs
- Pet Lovers
- Cooking Enthusiasts
- Nightlife Enthusiasts
- TV Lovers
- Political Junkies
- Music Lovers
- Art And Theatre Lovers



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 Leslieville, Southwest Scarborough, East Danforth and the Beach.



Some Kind Words From Our Community...



“Advertising in the Beach Metro has increased my presence in the Beach community”

Carolyn Dallman-Downes - M.Ed., R.P.

“We have been advertising with Beach Metro for quite some time and have had some great success with this”
Jordan Debrincat – Marlin Spring

“Thanks Beach Metro for many years of wonderful advertising! Blessings”

Pastor Tim Strickland – Waverley Road Baptist Church

“The Beach Metro has always been a big part of my overall promotional campaign”
Christina Kostoff – Yellow House Gallery

“On behalf of our choir director and choristers, I want to thank you and the team at Beach Metro News for your continuing support of our choir. In many ways, Beach Metro News is key to creating community. Please pass on our ‘thank you’ to all of your team.”

George Kopulos – Toronto Beach Chorale

The **BEACH METRO NEWS**...

1. Hyper local coverage. We provide a unique perspective on people, life and events in Leslieville, Southwest Scarborough, East Danforth and the Beach
2. Enduring focus on our readers. The Beach Metro's content exclusively features the people living in our community.
3. Constant reporting on Leslieville, Southwest Scarborough, East Danforth and the Beach. Through compelling local articles and features we have built and maintained strong relationships with our readership.



**BEACH
METRO**
COMMUNITY NEWS



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 Leslieville, 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 we serve to a degree that is immeasurable.

Compelling FEATURES On Our Residents Are Always A Reader Favourite....

Eye on Business

By Josh Sherman and Anna Khan

IT CAN take more than half a day to get Texas style smoked meat just right over a low flame, says Terrence Hill, who has flown in from Dallas to help his cousin Darien List launch the Beach Hill Smokehouse at Main and Gerrard.

It has taken a lot longer to get the soon-to-be-in-business restaurant together. "In essence, it's been 15 years in the making," said List, who runs the restaurant at 172 Main St., which is slated to open near the city limits the final week.



PHOTO: JOSH SHERMAN

Beach Hill Smokehouse owner Darien List and his cousin, Terrence Hill, who is acting as his consultant, stand before the 7,000-pound meat smoker they had shipped here from Texas.

smoked at a 7,000-pound 100-per-cent wood-fire smoker imported from the Lone Star State.

"We're gonna do some things like beef shoulder stall—I'm sure no one here is probably doing that. It's the shoulder of the cow, you know, it's where your beef comes from. We smoke that," said Hill, a barbecue pitmaster with 20 years of experience.

Prices will range from about \$15 for a meat plate and a drink to \$25 for a three-course plate with a beverage.

Meat will also be available by the pound, and sides include mac 'n' cheese, baked beans, creamed corn, coleslaw, and banana pool fang. Craft beer and regular margarita mixtures will refresh guests who will order everything at a counter in the back.

The cousin-fueled Beach Hill Smokehouse is located a destination restaurant downtown. "You also have a counter look up and down

there in all many places people can have a dinner," he said. "This is a family-oriented community and there's not a lot of places to eat."

WHEN EDUCATOR Donna Watson opened Healthy Earth Middle School Nursery School 25 years ago, her focus on environmental stewardship, old-fashioned learning techniques and play-based critical thinking was ahead of her time.

"I really felt that kids were capable of learning on much more at a very early age," said Watson. "I wanted to really get the environmental aspect going — 25 years ago, I can tell you, it wasn't that popular."

But now many of the techniques and philosophies Watson championed have been adopted by the traditional educational community, and Watson's kindergarten school at 3306 Queen St. E. has grown slowly to meet the demand.

Highlights from the last 25 years include the school's focus on doing with the Toronto Children's Foundation.

The school has gone from a staff of two with programming a couple of days a week to a full-fledged advanced kindergarten program, a music and yoga program, a nature-based art program, and a burgeoning after-school program.

"Without the support of the community, a school such as this, with all of its uniqueness, would not exist," she said. "It's important to support your local business. The community should be proud."

On the school's anniversary, Watson wants to thank the community. "Without the support of the community, a school such as this, with all of its uniqueness, would not exist," she said. "It's important to support your local business. The community should be proud."



PHOTO: JOSH SHERMAN

Eye on Business

Brews and raccoons in the Beach

By Josh Sherman and Anna Khan

A NUMBER of breweries have made a splash in the east end in recent years while one Beach brewer has been filtering his way through a rising number of breweries—all cast a large-scale operation at his core. "I just operate myself as a solo-brewer kind of company," said Carl Pratt, the head behind the Beach Brewing Company.

Because of a partnership in 2014, Pratt took over the business in 2015 after his business partner backed out due to a new company clause with MLC Street. To date, he has made three beers and is trying to get his products listed at the LCBO.

"I always do seasonal styles, so every few months I'm switching it up," said Pratt, whose latest release is the full-bodied Beachwalk Vanilla Cacao Ale. Beach Brewing Company beer is on tap for its bottles at several east-end establishments, including the Hogtown Comedy, the Beach House, Sully Dog, the Hook Club, Beach Level, the Gastropub, the Pierlight, the Stone Lane and AAA Bar — Gerrard. There are plans for a local brewery, but he says Markham's Another Brewery is not

Fratt's beer. Pratt is looking for a partner to join his venture, something he recommends other entrepreneurs when starting their own ventures. "Make sure you have a partner. Ideally, it'll be a lot easier to start if you could divide the workload."

WHERE THE city is rolling out new infrastructure green fees in an attempt to boost the business district, a pair of local entrepreneurs have criticized the city's official report.

Ken Gruber and Steve Maccaroni launched Toronto Raccoons, a brand focused on the crime we love to hate. Up first is a new calendar that has caught the eye of not only the mayor, who tweeted about it earlier this month, but local shops like Popcorn, Book City, and Wilbur's on Queen. The BOM's get along like sticks to the calendar, as well as www.torontoraccoons.ca.

One dollar from every calendar sold goes to the Toronto Wildlife Centre and the company has plans for more eco-conscious merchandise.

And if you're a backyard wildlife photographer, take note: "Next year we're hoping to get photos from local photographers," said Gruber.



Carl Pratt, Beaches Brewing Co.



Ken Gruber, Toronto Raccoons

Pet of the Month

Stella finds her Marlon Brando at Sheba's Haven

MARNA GALE

Meet Stella. The approximately 11-year-old Beagle-Poodle mix is a photo looking like your best friend, but her real personality was indeed captured by the photographer. She's a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special.



Stella

Stella is a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special.

"Stella's little girl" was the photographer. She is a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special.

Stella is a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special. She's a little bit of a diva, but that's exactly what makes her so special.

Everyone Has a Story to Tell

At Hope United, Brian strikes the right tone

By Josh Sherman

HOPE UNITED Church worship leader Brian Stewens had to make a change. His job as an executive director of the trade group Canadian Manufacturers and Exporters was wearing him down with its relentless jet-setting demands.

"It was a lot of international travel. I was tired," recalled Stewens. Hearing that, he started asking himself a big life question: What did he want to do with what he called "the next half" of his time on Earth. He found an answer in 2004 and made his move.

"I left my job, sold my house in Prince Edward Island, and went to theology school," said Stewens. "It was one of those moments."

If the decision to start a church in Halifax, N.S., for a master's thesis at Atlantic School of Theology seemed rash, it wasn't made before a lot of prayer and without a history of religious affiliation.

Stewens had already completed a diploma in youth ministry from the Atlantic School of Theology, after all, and he had been involved with a church since the age of 11.

"Church was always a place I was really comfortable in," said Stewens, who fondly recalled playing the organ at an outdoor church in Timberlake, N.S.

Stewens had already completed a diploma in youth ministry from the Atlantic School of Theology, after all, and he had been involved with a church since the age of 11.

Stewens had already completed a diploma in youth ministry from the Atlantic School of Theology, after all, and he had been involved with a church since the age of 11.



PHOTO: JOSH SHERMAN

Hope United Church worship leader Brian Stewens wants Beavers to know the church's doors are open to the community.

a number of other congregational churches. "They're cracked along the path of Canadian law and really ought to stay in tune with Canadian law as it progresses," he said.

With Hope United, Stewens is working to create a welcoming environment at the church and further integrate it to the community, and he's channeling his passion for music to help.

"One of the things we've been trying to do is to get our doors open and let people know our doors are open," said Stewens. The church hosts jazz performances on the fourth Saturday of each month, nighttime concerts, yoga sessions, and "messy church" events on the third Wednesday of the month from 6:30 to 7 p.m.

The United Church, Stewens explained, dates back to 1925 and is an amalgamation of all the Methodist Churches in Canada, about two-thirds of the Presbyterian Churches and

pick a theme and around that theme you'll do crafts or activities or games or things to do people thinking... then you do a Bible story and some music and then you have a meal together," Stewens explained.

It's all part of Stewens' approach to his role. "Mind, body, spirit," all are important to the worship leader.

"It's important that we're physically well as well as spiritually well," he said. When it comes to the spiritual, Stewens said he wants his preaching to relate religious scriptures back to people's lives at Main and Danforth. "I believe there's still a great deal of relevance for Gospel teachings," he said. The community differs from the more suburban areas Stewens has worked in previously, but he said he welcomes any challenges. "I've not worked in such a diverse neighborhood before," he said. "I love it. I love working here."



The 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, **The Beach Metro News** Has
Nurtured A Loyal And Engaged
Readership That Has Remained
Consistent For More Than 45 Years.

For More Information On
The Different Advertising Packages Available Contact:
Mark Ireland
Advertising Manager
Desk: 416 698 1164 Ext 26 – Cell: 647 988 1835
Email: mark@beachmetro.com

2196 Gerrard Street East, Toronto, M4E 2C7

RESERVE YOUR DISPLAY ADVERTISING SPACE EARLY

Issue number	2019 Publishing Dates	2019 Deadlines - @ 5 p. m.
20	January 8	January 2
21	January 22	January 14
22	February 5	January 28
23	February 19	February 11
1	March 5	February 25
2	March 19	March 11
3	April 2	March 25
4	April 16	April 8
5	April 30	April 22
6	May 14	May 6
7	May 28	May 21
8	June 11	June 3
9	June 25	June 17
Closed June 28 to July 5		
10	July 16	July 8
Closed July 19 to August 9		
11	August 20	August 12
12	September 3	August 26
13	September 17	September 9
14	October 1	September 23
15	October 15	October 7
16	October 29	October 21
17	November 12	November 4
18	November 26	November 18
19	December 10	December 2
Closed December 16 to January 1		