

**WE GET YOU**  
**YONGE EGLINTON**

YONGE EGLINTON CENTRE MEDIA KIT



# WHAT IT'S ALL ABOUT

- / Yonge Eglinton Centre is at the intersection of one of Canada's fastest growing neighbourhoods
- / The area hosts over 150,000 people a day, and it is the second busiest intersection in Toronto.
- / OUTFRONT has synchronized digital screens inside and out that put our advertisers right where they need to be
- / The exterior of Yonge Eglinton, features our two 'wrap around' digital screens. Both screens are 35.5' wide by 12.5' tall and because of their size & shape, can be seen from everywhere at this major Toronto intersection.



# WHERE IT'S AT

- / Located between the 401 & Bloor St. at Yonge St. & Eglinton Ave.
- / Comprised of young professionals, urban families, and Toronto commuters
- / Average age – 42 Years Old
- / Total population – 189,240
- / Average household income - \$208,578
- / 60.8% have university/college education
- / Uptown Toronto neighbourhoods like Davisville, Forest Hill, & Leaside commute through the YEC
- / Eglinton Subway station has 75,050 commuters a day\*

\*TTC, Eglinton Subway station, 2018 • \*\*RIOCAN • †MANIFOLD DATA MINING



# OUR REACH

## OUTFRONT'S PRODUCTS & IMPACT

- / **OUTFRONT** has a total of 49 displays
  - / 2 EXTERIOR
  - / 47 INTERIOR
- / **INTERIOR** measurement through Beacon technology
  - / 315,000 weekly Impressions
  - / Average frequency 1.5
  - / Dwell time is 11 minutes
- / **EXTERIOR** daily circulation
  - / 100,000





# WHAT WE'VE GOT (ON THE OUTSIDE)

✓ The exterior of Yonge Eglinton, features our two 'wrap around' digital screens. DT154 & DT155 are both 35.5' wide by 12.5' tall, and because of their size & shape, can be seen from everywhere at this major Toronto intersection.



**100,000:**

Yonge & Eglinton is one of Toronto's busiest intersections, with a daily count of over 100,000

City of Toronto Intersection counts, historical TTC platform counts



# WHAT WE'VE GOT (ON THE INSIDE)

/ The interior of the Yonge Eglinton Centre, OUTFRONT offers 47, full motion video screens inside of the YEC. From our colour-coordinated Centre Court Panoramic to our array of vertical displays, we've got the centre totally covered!



**PLUS:**

OUTFRONT'S new BEACON measurement provides an accurate count of the weekly interior traffic

**315,000**

Weekly interior impressions

# OUTFRONT

# A DOMINATION STATION

/ In addition to our inventory, advertisers can use both the interior and exterior space to host events, and deploy activations!



## TEAM UP:




By running your activation inside or outside of the YEC, you can amplify the event with impactful, dominating digital creative



**OUTFRONT** /

yonge   
eglinton  
centre

THANK YOU!

 EGLINTON  

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