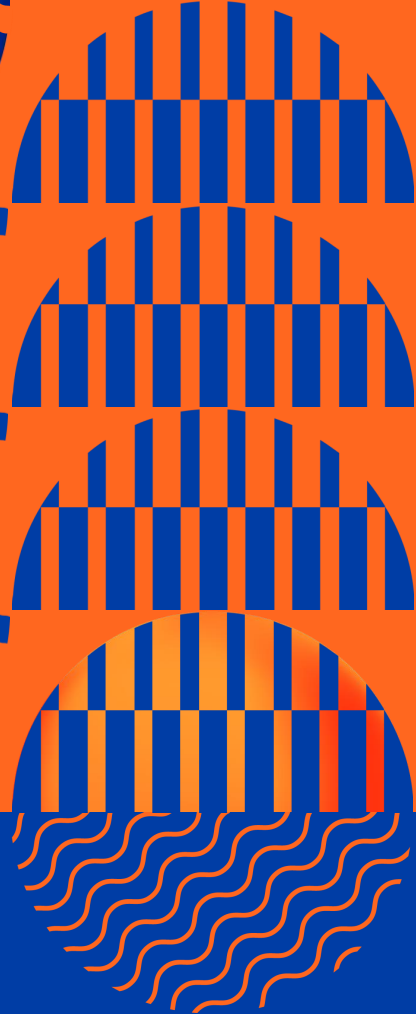
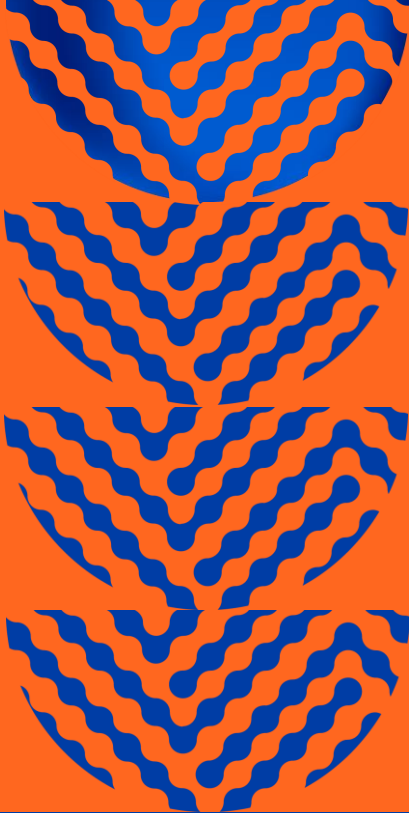
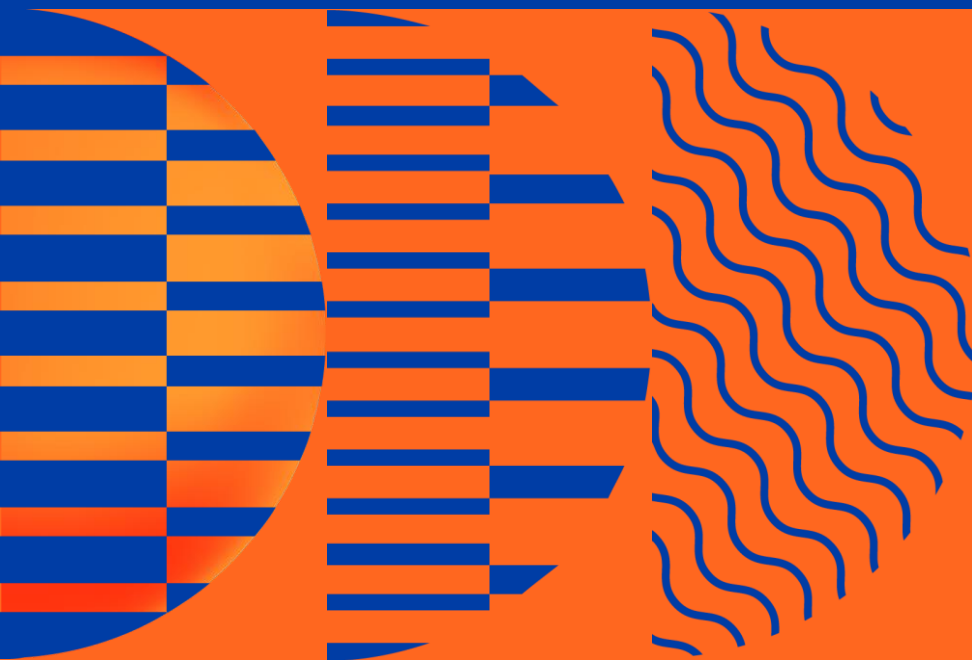




Media Kit

2022



The MaRS Ecosystem



Who we connect with

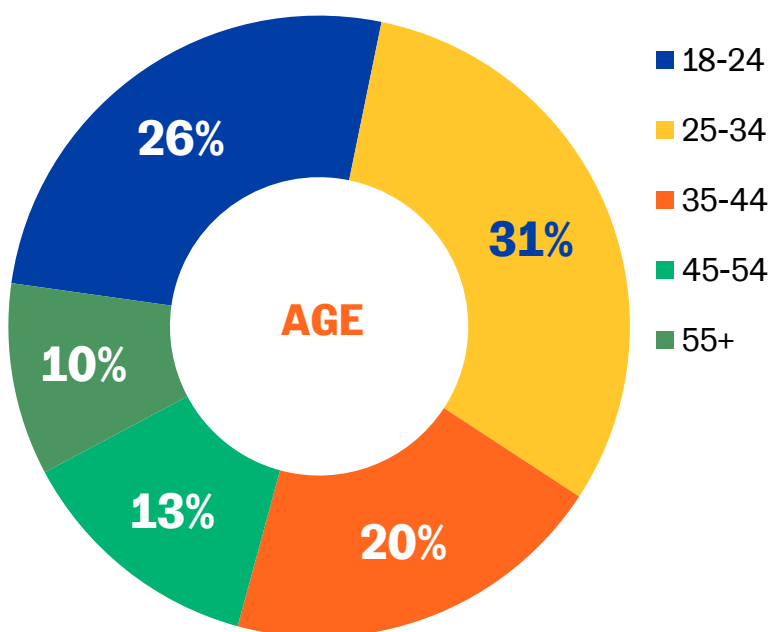
Our followers like to read about **tech, science, business,** and **leadership.**

13% disclose that they earn between **\$150K - \$200K**

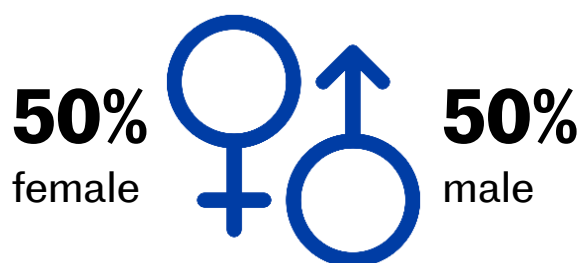
Popular industries for our audience to pursue a career in are:

- **Health services**
- **Finance**
- **Higher education**
- **Self-employment**
- **Management**

MaRSDD.com



GENDER



TOTAL USERS



550K
in the past year

TOTAL PAGEVIEWS



1.1M
in the past year

WE'RE GLOBAL



60% Canadian
14% American
26% International

Social Media

MaRS reaches organic and paid audiences through articles, images, videos and audio across Canada's top-used platforms.

Highly engaged and active community

187,000+
followers

STATS

Sponsored click-through rates range from

2% - 5%

Multi-format delivery keeps audiences' feeds interesting.



IMPRESSION BREAKDOWN

Impressions **6.3M**

Engagements **120K**

Clicks **154K**

Click through rate **2.5%**

Video views **90K**

Newsletters

We reach an engaged list of **65K** newsletter subscribers interested in innovation news as well as sector-specific lists including **health**, **fintech**, **cleantech** and **enterprise**.

Our lists also include entrepreneurs interesting in accessing educational resources, job-hunters looking for roles at startups, corporate innovators and investors.

AUDIENCE

- **Entrepreneurs**
- **People interested in innovation news**
- **Job hunters**
- **Corporate innovators**
- **Health**
- **Cleantech**
- **Fintech**
- **Enterprise**

STATS AT A GLANCE



65K
subscribers



31%
average
open rate



6%
average
click-through rate

Podcasts

Solve for X: Innovations to Save the Planet

A special new podcast series, Solve for X delves into Canadian ideas and innovations that could help prevent the most disastrous consequences of climate change and build a cleaner future. From A.I. to advanced materials to energy optimization, tech journalist Manjula Selvarajah digs into the big questions and explores some of the challenges innovators face in scaling their solutions.

SEASON 1 THEMES

CONFRONTING WASTE: CAN WE MOVE TOWARD A CIRCULAR ECONOMY?

Diverting food waste from landfills and turning it into fuel

THE GRID: IS IT TIME TO RETHINK OUR POWER SYSTEMS?

Revolutionizing our dinosaur infrastructure and connecting communities

POWER: CAN WE FIND A NEW SOURCE?

A novel metal alloy that captures waste heat and reduces GHG emissions

CARBON: HOW DO WE DEAL WITH OUR PROBLEM?

Vacuuming the sky and permanently removing carbon from the atmosphere

TREES: CAN THEY REALLY SAVE US?

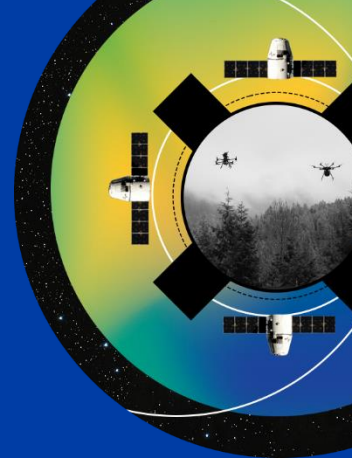
Replanting efforts using drones

HOME: DOES CHANGE START HERE?

Cutting-edge pilot projects in your house and car

CLEANER COMMUNITIES AND SMART CITIES

Giving commercial buildings and transit systems a facelift



Custom Video Content



Capturing the potential of mRNA technology



How AI is transforming healthcare



Power Move: Pivoting in times of crisis

Written Series

Mission from MaRS

This series features Canadian companies with solutions that have the potential to mitigate GHG emissions in energy, transportation and real estate.

Monthly Jobs Roundup

This series puts startups who are hiring in the spotlight in order to attract talent — giving them an idea of what it would be like to work there.

Tailored Branded Series

Written branded content opportunities are available through print and digital magazines, blog articles and events.

Current Partners:



Event Sponsorships

MaRS hosts over **2,000+** events annually, with over **20K+** attendees from **tech, science, health** and **business** backgrounds.



Key events for consideration

MaRS Impact Health

A health innovation-focused event that connects partners, entrepreneurs, and investors featuring expert speakers.

MaRS Mornings

A monthly breakfast series that celebrates creative founders in the innovation community with 120+ attendees and an online livestream audience.

MaRS Climate Impact

Exploring the cleantech solutions and actions required to achieve global impact. Two days of immersive sessions, can't-miss conversations, informative breakouts and more.

Media Dinners

Networking events that bring together key executives in the Canadian technology ecosystem to speak with journalists and offer perspectives on their areas of focus and expertise.

PR Accelerator

The MaRS PR accelerator helps Canadian ventures compete in the evolving and shrinking media landscape.

A nimble team of PR professionals, journalists and digital experts with

proven success in building venture profile through earned media, developing thought leadership that spans the innovation ecosystem and producing a range of content types from magazines to video.

In 2020



151

venture stories generated



604M

total readership



\$5.4M

total ad equivalency

Why Partner with MaRS

- Home to **1,400 high-growth** companies on the forefront of their fields.
- Sought-after audience of over **400,000** followers and subscribers.
- In-house content team with deep understanding of what the innovation community is looking for and how to reach the right audience.
- Access to thought leaders and visionaries in innovative fields such as:



Artificial intelligence and machine learning



Healthcare



Clean energy



Smart cities



Fintech



Let's Work Together

MaRS Discovery District

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Toronto, ON M5G 1L7 Canada

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