

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 then 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*





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.



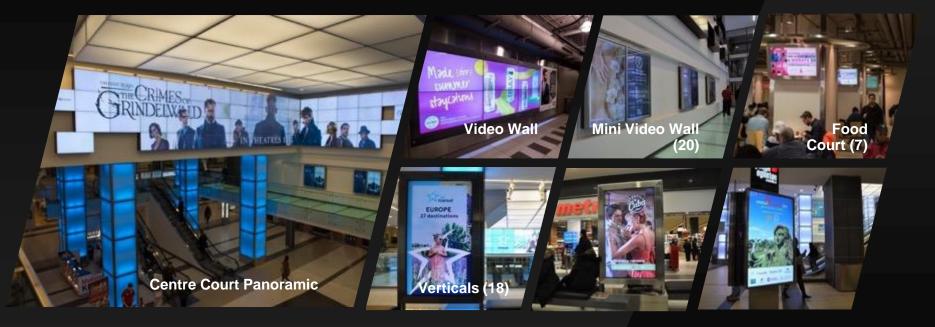
100,000:

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!





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

315,000Weekly interior impressions



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

