Appendix D: Spacing Media Kit

spacing mediakit
UNDERSTANDING TORONTO'S URBAN LANDSCAPE

2007 SMALL MAGAZINE OF THE YEAR
2007 EDITOR OF THE YEAR
CANADIAN SOCIETY OF MAGAZINE EDITORS
Public space is at the heart of democracy. It’s where people interact, teach, learn, participate, and protest.

But environmental degradation, commercial self-interest, and infrastructure neglect have come to dominate our cities’ streets. Fortunately, imaginative and passionate city-dwellers worldwide — and in Toronto in particular — appreciate the endless possibilities that cities can offer. They are resisting the co-option of their communities through random acts of beauty and intellect.

Inspired by these actions, we launched Spacing in December 2003 to cover the numerous political, cultural, and social issues affecting our lives in the public realm. The magazine has quickly become an integral, independent, and unique voice that brings to life the joys and obstacles surrounding Toronto’s public spaces.

Toronto is a special place — we’re excited by its people and its neighbourhoods, its sidewalks and its graffiti. Spacing is here to help our readers understand and take ownership of the city’s urban landscape.

Matthew Blackett, Publisher of Spacing
WHAT TO EXPECT IN EACH ISSUE

Spacing is an award-winning magazine dedicated to presenting compelling journalism, thought-provoking essays, and gorgeous photography in a full-colour, beautifully designed package. Each issue of Spacing presents an abundance of creative ideas and insightful commentary from the city's brightest young writers and visual artists.

THE CURIOUS CITY
The Curious City section is packed full of short pieces collected under four sub-section umbrellas. Infrastructure Fetish focuses on the history and function of the industrial items that keep Toronto running. Come-Go is a two-page feature highlighting local projects and initiatives that have raised our eyebrows, for good or ill. Hidden Gems uncovers the small parks and spaces that are often overlooked but can offer a quiet reprieve from city life. City Hall is a column by one of Canada's leading urban affairs writers. This feature is accompanied by Head Space, a Q&A with one of Toronto's power brokers.

INNER SPACE
The Inner Space section provides space for our writers to contemplate their unique experiences and interaction with the city in a series of personal essays and literary journalism pieces. The Toronto Fanfare column, a feature by Spacing associate editor Shawn Micallef, anchors this section — he wanders through a part of the city and relays snippets of its history. Previous article topics have included the Metropolitan United Church, the railway tracks in Parkdale, the forgotten items left behind on park benches and road sides, and the good old days of Toronto's motel strip.

COVER SECTION THEME
In each issue, Spacing dedicates nearly half of the magazine's total page count to a cover section focusing on a specific topic of importance to Toronto. Our contributors delve into the unique details of this theme. The cover section "The History of Our Future" in Spacing's Spring/Spring 2003 issue won Gold at the 2003 National Magazine Awards for Best Editorial Package. Previous themes have included the expansive world of outdoor public art, work and play in the public realm, the love-hate relationship Toronto has with its public transit system, plans for the city's future that were never realized, and the role of the pedestrian in the city.

BACK SPACE
The Back Space section houses three repeated features: Green Space, a column focused on environmental topics or organizations; Outer Space, a two-page feature highlighting public space issues from around the world; and our four-page Reviews section, where writers analyze and critique books, websites and gallery exhibitions; and Space Invader, the closing spread of the magazine, which profiles public art initiatives, interventions, and the people behind the ideas.
CIRCULATION & DISTRIBUTION

• Over 1,300 paid subscribers and growing with every issue!
• Sold by 29 retailers in Toronto and available at 70 stores across Canada*
• Over 2,600 copies per issue sold on newstands — 94% sell-through rate!**
• Distributed by Magazines Canada, one of the nation’s leading distributors
• Top-selling magazine at Pages Books & Magazines (over 600 copies per issue!)
• Also sold at a wide range of urban conferences, local cultural events, and festivals
• Unique landscape format encourages Spacing be placed on first row of newsstand
• Total circulation: 5,500 and increasing with each new issue!
• Single copy price: $7 — Subscription cost: $15/year, $29/2 years

* Readers can find stores through Spacing’s website
** Magazines Canada distribution department

“Spacing is the hottest new Canadian magazine we have seen at the newsstand in years. Sales — particularly in and around Toronto — have been blistering. Since the first issue, retailers and their customers have been clamouring for more more more.”

— Chris Chambers, Manager, Retail Accounts, Magazines Canada
ABOUT OUR READERS

Spacing appeals to Torontonians who have an optimistic outlook and who hold an imaginative view of the metropolis. The magazine's readers and subscribers are progressive-minded urbanists. They range in age from til to 65, have a wide range of income and profession, but share a keen interest in city happenings, initiatives, and politics.

Spacing readers are socially active, media and technology savvy, appreciate the rich culture that Toronto offers, prefer to support local businesses whenever possible, and make many personal decisions through the lens of an environmentally conscious consumer.

The magazine's diverse readership includes:
- architects
- urban planners
- designers
- media industry professionals
- government staff & officials
- educators (university, college, high school)
- university & college students
- multimedia artists
- transit riders
- community activists
- educators
- local history buffs
- cyclists
- hikers

- Nearly 75% of Spacing subscribers live in Toronto, with 65% residing south of Eglinton, east of Jane, and west of Woodbine; 18% of subscribers live in the outlying regions of the GTA; and 7% of subscribers hail from out of province.
- Nearly 60% of Spacing subscribers live within a 15-minute walk or a 5-minute bike ride of a subway station.
- Over 85% of Spacing subscribers signed-up through our website using PayPal.

“I love living in a city that has Spacing as a magazine.”
— Ron Mann, film director and producer of Co Further, Cross, and Comic Book Confidential

“I am writing to let you know how much I enjoy Spacing. Very nicely designed, wonderful imagery, well written, and beautifully printed.”
— reader Ron Cilizza

“I enjoy your magazine immensely. Every time I pick one up I learn something about which I’ve always been curious. I thought I was the only one who noticed or wondered about such nuances as sidewalk etchings, or bricks laid only on east-west streets, or subway fortes. Thank you for keeping me company and keep it up.”
— subscriber Sean Kohn

“I just want to thank you for such an amazing magazine. I’m a Torontonian by nature, currently living in Ottawa (Parriewt) and Spacing is to me all the spirit of Toronto as I know it and wanted it to be.”
— subscriber Kim Granville
EVENTS & PARTNERSHIPS

Part of Spacing's mandate is to be an active member of the city. Outreach to our readers and the greater public increases awareness of the magazine and the issues that Spacing covers. We host events throughout the year to coincide with the release of each new issue and we also participate in numerous urban conferences and arts and culture festivals.

RELEASE PARTIES

The release of each issue of Spacing offers the opportunity to throw a party and invite subscribers and readers. The magazine hosts a local U of T or band, and programs the evening with activities related to the theme of each issue. These parties usually attract over 200 people and have been held at legendary local establishments such as the Gladstone Hotel, El Mocambo, Arts & Letters Club, and the recently closed 56a Legion Hall on Queen Street West.

TORONTO THE GOOD

Spacing has co-hosted and programs Toronto The Good, an annual event held since 2005 in partnership with ERA Architects and the [murmur] project. The event is held every May in conjunction with the City of Toronto's Festival of Architecture & Design. We've averaged nearly 600 people to each event, held at the Fermenting Cellar in the Distillery District and Historic Fort York. We strive to bring together each partner's respective sphere of influence and invite them into unplanned places not often noticed by the general public.

PUBLICITY

In the spring of 2005, Spacing presented a six-week photo gallery exhibit that showcased the work of seven of Toronto's top photo-blogging photographers. Organized and curated by Spacing, PUBLICITY was the first exhibit in Canada to focus solely on the work of photographers documenting their daily interactions with the city through digital photography and personal websites. The show at the Toronto Free Gallery featured Mark Jeavons, Matt O'Sullivan, Ronnie Tippins, Gayla Trail, Adam Krawsky, Jonathan Cay-Riviere, and Daxx Risk, all of whom contribute regularly to Spacing and own some of North America's most popular photo-blogs.

IN TRANSIT

This gallery show took place over a five-week period in the winter of 2006. In Transit focused on images of Toronto's transit system. With over 25 participants, the exhibit brought together paintings, photography, and film focusing on the life of Toronto's subways, streetscars, and buses.

TORONTO'S HUMANITAS FESTIVAL

June 2nd, 2006 marked the 50th anniversary of the cancellation of the Spadina Expressway. The highway's demise is one of the most seminal events to have shaped Toronto in the last 50 years. In partnership with the Humanitas Festival, Spacing brought together the neighbours, community activists and politicians who stopped the construction to celebrate life without the expressway. The event was held at the historic Spadina Museum, an architectural gem that would have been destroyed by the expressway's path. The day's speakers included Mayor David Miller and local TV journalist (and current city councillor) Adam Vaughan.

PUBLIC SPACE INVADERS

Since 2005, Spacing hosts the annual Public Space Invaders film night at the Drake Hotel's Underground. Each year attracts up to 200 people and showcases short films, documentaries, and videos about Toronto's public spaces.

SPACING SPONSORSHIP

Spacing also regularly sponsors events in line with the magazine's philosophy and/or related to topics covered by the magazine. For example, Spacing was a co-sponsor of the launch party and panel discussions for 7001.ca, an anthology published in November 2005 by Coach House Books that features a number of essays and illustrations by Spacing contributors.


Sponsored Events: Word on the Street, Doors Open, Festival of Architecture and Design, Humanitas Festival, DigiFest, Stream in High Park.

Want to team up with Spacing? Contact Spacing's publisher Matthew Blackett to discuss possibilities.
Since the magazine’s first issue was released in December 2003, Spacing has been recognized over and over again as playing a key role in initiating discussions about the state of the Toronto’s urban landscape. The magazine continues to attract new readers, media attention, and critical acclaim as it raises awareness of the importance of public space to public life.

Spacing is frequently referenced or called upon to comment by local and national media outlets whenever the discussion turns to the issues surrounding the public realm of Toronto. Publisher Matthew Blackett and Associate Editor Shawn Micallef are regular guests on Toronto television shows and radio programs. The magazine is often showcased for its Toronto subway station button collection (over 80,000 buttons have been sold since December 2002).

Locally, Spacing has been featured prominently in the Toronto Star, Toronto Sun, Eye Weekly, NOW, Metro, 24 Hours, Oss, and York Sun Review of Journalism. Spacing editors have also made appearances on CP24 and City TV, CBC Radio’s Metro Morning and Here and Now, AM 640, CFRB 1010, CHUM 89.5, CKOL 88.3, and Rogers TV’s Toronto Living.

At the national and international level, the magazine has been profiled in the Globe and Mail, National Post, Maclean’s, Maclean, Ave, Utne, Applied Arts, NOW Design, Coupe, the Holland-based magazine Ode, and the Valley-based publication The Statement. The magazine has also been featured on Newsworld, Global National News, Rock TV, MuchMusic, and MTV Canada.

“Spacing... is a joyful rebellion. Read it, support it -- the city is better for it.”
— Lisa Rochon, Globe and Mail

“The civic pride fashion statement of the year.”
— National Post on Spacing’s subway station buttons

“Spacing is an innovative magazine that makes you believe in a better Toronto.”
— Toronto Star

“Spacing...exudes a real love of the local and offers charming odes to city life experiences that are usually ignored by the rest of the media.”
— Eye Weekly
AWARDS

- Spacing was named the 2007 Canadian Small Magazine of the Year by the Canadian Society of Magazine Editors.
- Spacing's Matthew Blackett and Dale Duncan were named 2007 Editor of the Year by the Canadian Society of Magazine Editors.
- Spacing's Matthew Blackett received a 2007 Urban Leadership Award from the Canadian Urban Institute for founding Spacing and creating a forum for discussion on a city building issue.
- Spacing received a 2006 Heritage Toronto Award for creating a unique publication that focuses on Toronto's architectural heritage and urban design.
- Spacing received the 2001 National Magazine Award for Best Editorial Package for its "The History of Our Future" issue (Spring/Summer 2001, #4) over magazine heavyweights Saturday Night, Report on Business, and Canadian Geographic, among other nominees.
- The readers of Toronto's Eye Weekly chose Spacing's daily blog the Spacing Wire as the Best Local Blog of 2005.
- In September 2003, Spacing's subway button collection placed 9th in the Top 5 "Adorable" Elf-Designation Items of 2005 presented by HOW Design magazine.
- In October 2003, Cape design magazine also showcased the subway button collection as one of 2003's top design items.
- In January 2003, the issue "Everyone is a Pedestrian" (Spring/Summer 2004, #2) was awarded the Best Single Issue Design by Applied Arts magazine.

NOMINATIONS

- Spacing was nominated for a 2006 National Magazine Award for Best Editorial Package for its "What Kind Of City Do You Want?" issue (Fall 2006, #7).
- Spacing was nominated for a 2006 Canadian Newsstand Award for Best Newsstand Issue, small magazine for its "What Kind Of City Do You Want?" issue (Fall 2006, #7).
- In December 2005, Spacing was nominated for Best Local Coverage and Best Design in Utne magazine's 2006 Independent Press Awards.
- Spacing was nominated for a 2005 Canadian Newsstand Award for Best Newsstand Issue, small magazine for its "The History of Our Future" issue (Spring/Summer 2005, #2).
- In December 2004, Spacing was nominated for Best New Title in Utne magazine's 2004 Independent Press Awards.
Spacing.ca is the online companion to the printed magazine and the website has quickly become one of the most popular online destinations for Toronto residents.

The Spacing website aims to increase the magazine’s brand presence and to promote awareness of the publication by featuring:

Daily blogs:
- Spacing Toronto (a news blog about public space issues updated daily by Spacing editors)
- Spacing Montreal (launching Sept. 2007, a daily news blog written by Spacing’s Montreal correspondents)
- Spacing Photos (a blog that features a new photo each weekday)
- Spacing Votes (a blog that covers elections — all three levels — and how election issues relate to Toronto)

Promotion of printed magazine:
- A secure online store for purchasing the current issue of Spacing, 3-issue and 6-issue subscriptions, and transit buttons (with payment through PayPal)
- A page highlighting the current issue’s contents and contributors
- Select articles and features from previous issues. Sold out issues go entirely online once last copy is sold
- A list of Toronto retailers carrying Spacing
- A page to sign-up for Spacing’s free monthly e-mail newsletter (over 2,000 subscribers)
- Information for upcoming Spacing events

In January 2006, the readers of Eye Weekly chose the Spacing Wire as the Best Local Blog of 2005.

With the Fall 2009 launch of our new daily blogs of Spacing Montreal and Spacing TV, daily visits will be sure to rise significantly.