



THE BRANDON GONEZ SHOW

now.

2026 MEDIA KIT



MADE IN CANADA

Beyond Toronto: A National Stage

THE BRANDON
GONEZ SHOW



TRUST AS A SERVICE:

Narcity and Daily Hive provide volume, but Gonez Media provides influence, it's a recommendation from a trusted voice, not an interruptive ad.

ORIGINAL IP:

We don't just report on news; we create the content by connecting with our communities. We own the production, which means you own the narrative.

NATIONAL AGILITY:

We are the only independent media house in Canada with a bi-coastal reach that targets the 19-44 demographic with 4K-quality video production.

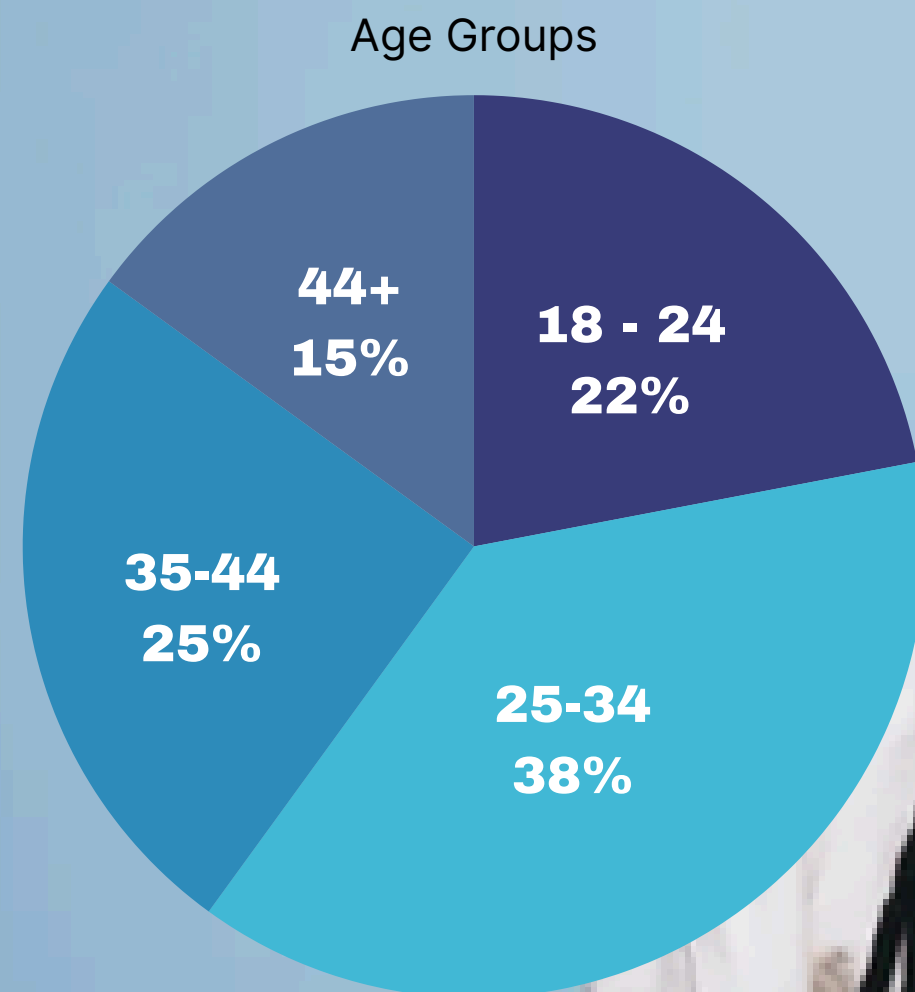


AUDIENCE INSIGHTS

THE BRANDON
GONEZ SHOW

now.

GMI HAS CREATED A POWERHOUSE DIGITAL ECO SYSTEM FOR MILLENNIAL AND GEN Z AUDIENCES



HIGH HOUSEHOLD INCOME

52%

of the GMI audience have a HHI \$100K+

NIGHTLIFE

115%

Active social life, tend to go out 3x per week

ARTS & CULTURE

140%

attend live events, concerts and festivals

ECO CONCIIOUS

110%

sustainably focused, choose public transport or car share apps

TASTEMAKERS

195

Index for High influence; they are the "tastemakers" in their peer groups.

EARLY ADOPTORS

1.8x

Early Adopters, more likely to purchase an EV vehicle, latest gaget or app

85%

of GMI's audience are ages 19—44

The "Gonez Effect":

The Brandon Gonez Show brings a massive following of 25—40 year-olds who appreciate his authentic, "unfiltered" style. This demographic is notoriously hard to reach via traditional cable news.

NOW Canada's Digital Pivot:

56% of Canadians in the 18—29

bracket now use GMI's social media as their primary news source.

Audience Value

Over 60% of our combined audience is between 25 and 44. This is the peak spending demographic for real estate, automotive, and consumer tech.

POWER OF THE PLATFORM

We don't just reach **Canadians**, we reach **Cultural Super-Fans**

GMI doesn't just reach people; it reaches the right people. With a **145 Index** against the digital media average, GMI is the most concentrated platform for brands looking to win with the 18–35 urban demographic

85%

of GMI's audience are ages 19—44

While traditional media outlets reach a broad, aging demographic, our ecosystem is laser-focused on the 'Super-Fan' age bracket.

We offer zero 'waste' every dollar spent is reaching a consumer in their peak spending and brand-loyalty years.

Cultural Authority

72%

of our audience identifies as "Active Culture Seekers" (attend at least 3 live events per year)



The "Unfiltered" Effect

3x

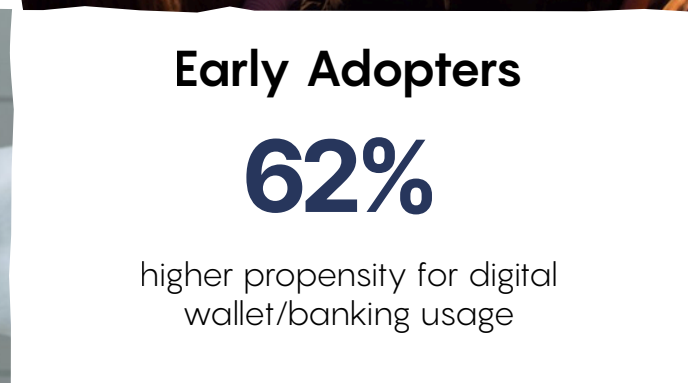
Engagement rates on GMI music content are 3x higher than the industry average for "Lifestyle" media.



Early Adopters

62%

higher propensity for digital wallet/banking usage



Live Music

240

140% more likely to attend live music events



Experience First

48%

of our audience prioritize travel, out of province experiences, festivals, and exclusive access



Brand Trust

45%

more likely to trust an advertisement on Now Canada due to our long-standing reputation for community advocacy.



FEMALE AUDIENCE

The female reader on Gonez Media is in a '**Discovery Mindset**. She is actively looking for what to do, where to eat, and what to buy in her city. This makes her **30% more receptive to brand messaging than on a mass-reach platform**.

The "Social Hub" Woman:

She is the "Alpha Consumer" in her friend group. She is the one who decides which restaurant the group goes to and which events they attend.

Values-Driven:

She has a very low tolerance for "Greenwashing." She uses GMI to vet which businesses align with her social values (sustainability, DEI, local support).

Fashion (High/Low Mix):

She over-indexes for "Style over Fashion." She mixes vintage/thrifting with high-end "investment pieces" reflecting a more sustainable approach to retail than the national average.

High Earners:

They aren't just "shoppers"; they are high-income professionals.

Trendsetters:

They influence the spending of their social circles.

Index 190 for "Urban Parenting":

She is looking for kids' activities that don't require leaving the downtown core.

Index 155 for "Organic Baby/Child CPG":

She prioritizes health and nutrition for her family at a much higher price point than the national average.

EDUCATION

125%

2X more likely to have a post-graduate degree compared to national avg

BEAUTY & SKIN CARE

85%

Willing to spend more on high quality skin care & beauty products

BOUTIQUE FITNESS

78%

Over-indexes for Pilates, Yoga, and high-end gym memberships.

COOL PARENT

190

She is looking for kids' activities that don't require leaving the downtown core.

SOLO TRAVEL

145

High propensity for independent travel and "workcations."

FINANCIAL INDEPENDANCE

135

More likely to manage their own investment portfolios vs. the average.



MALE AUDIENCE

The GMI male is the quintessential Urban Early Adopter. This audience is the prime target for Automotive (EVs), Fintech, Grooming, and Premium Alcohol brands.

He is a High-Value Urbanist. He is more likely to spend his Saturday at a gallery opening or a boutique gym than at a sports bar, **this is the highest-concentrated audience of 'Modern Men' in the country..**

Concentrated Youth & Vitality:

Heavily indexed in the 25—40 age bracket. These are men in their peak "disposable income" years before the heavy financial drain of suburban mortgages.

Professional Status (Index 185):

A massive over-index in "White Collar" creative and tech professions compared to the national male average, which includes a higher percentage of trades and manufacturing.

Quality over Quantity (Index 158):

He is more likely to buy one \$300 pair of boots that lasts five years than frequent fast-fashion outlets.

The "Tech-Integrated" Life:

He over-indexes for "Smart Home" adoption. He isn't just buying a speaker; he's automating his entire urban condo.

SOCIAL PROGRESSIVE

205

He is significantly more likely than the average Canadian male to actively support social justice causes and gender equity.

DINING AS SOCIAL CURRENCY

198

knowing the "best new xxx" is a form of social capital. He uses the platform as a playbook for his social life.

BOUTIQUE FITNESS

78%

Over-indexes for Pilates, Yoga, and high-end gym memberships.

MODERN DAD

173

he is the one researching the best strollers, educational toys, and healthy snack alternatives

GROOMING & SELF CARE

195

95% more likely to use premium skincare/beard care than the average male.

PRIMIUM ALCOHOL

188

Over-indexes for purchasing premium spirits and barware for entertaining.



POWER COUPLE

Gonez Media captures the most economically potent household unit in the Canadian market: the High-Earning Urban Professional Couple., this segment represents a "Power Couple" dynamic characterized by:

Elevated Financial Capacity: 52% of the GMI audience maintains a Household Income of \$100K+ , with 80% of our Queer and Indigenous segments specifically reporting significantly higher discretionary income per household compared to the national average.

Collaborative Tastemaking: These couples function as "Alpha Consumers," **over-indexing at 195** for high influence within their social circles. They are 1.8x more likely to be Early Adopters of EVs, fintech apps, and premium tech.

Experiential Spending: The GMI Power Couple prioritizes "Experience-First" living, with 72% identifying as Active Music Seekers and a 115% over-index for an active nightlife (dining/going out 3x+ per week).

Dual Professional Success: With GMI readers being 2x more likely to hold post-graduate degrees and a massive over-index in "White Collar" creative and tech professions , these households control the future of urban luxury and investment spending

Metric	Gonez Media "Power House"	Stats Can National Avg	The "clients Edge"
Combined HHI	\$165,000+	\$92,000	1.8x more spending power.
Education	Dual Degree Households	Single Degree/Diploma	Higher affinity for "Luxury & Knowledge" brands.
Home Type	Urban Condo/Semi	Detached Suburban	High spend on "Interior Design" and "Smart Tech."
Decision Making	Collaborative/Shared	Traditional/Gendered	Brands must appeal to <i>both</i> partners.
Purchasing Velocity	Weekly (Experience-led)	Monthly (Utility-led)	Faster conversion for retail and dining.



QUEER AUDIENCE

Now is one of the few legacy publishers in Canada that has a 40+ year "Trust Equity" with the Queer community. This isn't just a demographic; it's a high-spending, brand-loyal economic engine often referred to as the "**Pink Dollars.**"

Beyond Pride Month, you gain access to Year-Round Queer Economic Power. Now is a **365-day-a-year LGBTQ+ platform**. Partnering with us gives your brand **Authentic Credibility**, not just a seasonal Pride logo.

The Queer community over-indexes for Real Estate, Estate Planning, and Insurance needs that are specific to their lives.

The "Community Trust" Multiplier (Index 215):

This audience is 115% more likely to buy from a brand that advertises in a trusted Queer-centric environment than on a generic mass-reach site.

Early Adopter Advantage (Index 188):

They are the "Trend Architects." What this audience adopts in Canada today usually becomes a mainstream Canadian trend 12–18 months later (specifically in fashion, tech, and beverage).

High Professional Attainment (Index 170):

Over-indexes for "Senior Management" and "Creative Director" roles compared to the general population.

QUEER IDENTIFYING

450

over index by 350% as
Primary consumers of GMI
content

SOCIAL JUSTICE

140%

High affinity for brands with
public DEI and LGBTQ+
commitments.

THEATRE & ARTS

220

120% more likely to purchase
tickets and attend live arts
events

EARLY DIGITAL ADOPTERS

188

High consumption of video-first
and social-first media content.
and technology

INTL LUXURY TRAVEL

205

105% more likely to take 2+
international vacations
annually.

DINK STATUS

80%

Significantly higher discretionary
income per household.



BIPOC AUDIENCE

Now offers Cultural Precision. We provide clients clients with a 'Brand Safe' environment to reach the **Multicultural Urbanite** the demographic that Statistics Canada identifies as the **fastest-growing and highest-spending segment in the country's economic engine**.

GMI **over-indexes** in "First Generation" professional urbanites. These are people who use GMI to **discover the city's culture, food, and neighbourhoods** They are establishing brand loyalties for the first time in Canada (choosing their first Canadian bank, first car, first insurance provider).

Index 210 for Multi-Ethnic Dining:
As established in our previous dive, the consumption of "non-domestic" food and global travel is a primary driver of their spending..

Brand Loyalty via Representation (Index 175):
This audience is 75% more likely to support a brand that features diverse casting and authentic storytelling in its advertising.

The "Young Professional" Surge:
While the general population is aging, the Black population in Canada has a much higher concentration of people in their "Power Spending Years" (18—34).

NIGHTLIFE & CONCERTS

225

over index by 125% as Primary consumers of Hip-Hop, R&B, and Afrobeat live events.

BEAUTY & SKIN CARE

210

Willing to spend more on high quality specialized skin care & beauty products

FASHION & APPAREL

195

Over-indexes for fashion & street wear apparel purchases

EARLY DIGITAL ADOPTERS

188

High consumption of video-first and social-first media content. and technology

ENTREPRENEURSHIP

182

82% more likely to own a side-business or be self-employed.

CPG (PREMIUM GROCERY)

155

Willing to pay more for ethnic-specific and premium food brands.



INDIGENOUS AUDIENCE

Brands often think of Indigenous reach as a rural play. At GMI, we show them the **Urban Indigenous professional, the voter, the consumer, and the trendsetter living in the heart of Canada's major cities.**

Every major bank and corporation in Canada has a Reconciliation strategy. By advertising on Gonez Media a platform that actively amplifies Indigenous voices, your brand can move their strategy from 'words' to 'actionable media support'.

Now's legacy as an alternative voice has built a unique bridge to the Urban Indigenous community, professionals, creators, and students who live in the GTA.

The Brandon Gonez Effect

Brandon's style of reporting that is direct, community-focused, and unapologetic, resonates deeply with a demographic that has historically been ignored by legacy "Big Media."

Brandon Gonez Show sees a higher-than-average engagement rate from Indigenous youth, who view GMI as a platform that **"actually gets it."**

SOCIAL JUSTICE

230

130% more likely to engage with Truth & Reconciliation content.

SUSTAINABLE CPG

210

Values-led consumers; high affinity for "Earth-First" brands.

COMMUNITY

190

High loyalty to brands that show tangible support for local communities.

GEN Z TARGET

85%

entering their peak spending years.

ARTS & CULTURE

95%

High attendance at local arts, music, and community gatherings.



OUR BRANDS

THE BRANDON
GONEZ SHOW

now.

WHY GONEZ MEDIA

While legacy mass platforms offer broad, passive reach, **Gonez Media (GMI) delivers High-Velocity Reach**. We provide clients with a concentrated pipeline to Canada's most economically active consumers. Benchmarked against Statistics Canada's 2026 projections, our ecosystem doesn't just mirror the future of Canada, it leads it.

Quality of Attention

GMI commands an industry-leading 2-minute dwell time on NOW Canada and a staggering 15-minute dwell time on The Brandon Gonez Show. In an attention economy, these 15 minutes of undivided engagement are mathematically superior to 10 million passing, low-intent impressions.

Unduplicated Reach into the highest-spending urban segments:

BIPOC & Queer and Urban Professionals are high-HHI 'Power Households', with 52% of our audience earning over \$100K that traditional media filters out.

Gonez Media is a Performance Buy that happens to be diverse. Others are 'pivoting' to these audiences; GMI was built as their home. We are the engine for the most productive, trend-setting consumers in the country. In an attention economy, that is the ultimate performance metric. **We are delivering the highest-earning, most educated urban professionals in Canada at a time when they are making their most significant life-stage purchases.**



THE BRANDON GONEZ SHOW

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The Brandon Gonez Show is expanding our weekly content output to include a new, high-energy daily podcast format. This will give our audience more of the context they crave with 15-20 minute long -form episode 4x per week. This will compliment the BG Show's existing short-form content wheel which already generates more than 20MM views per month.

Each episode is built around four signature segments designed to inform, connect, and inspire:

The Breakdown: Brandon pulls back the curtain on complex news stories, stripping away the jargon to give you the facts that matter.

Your Voice: We're taking the mic to the streets. Brandon hits the pavement to hear directly from the community on lifestyle, culture, and the social issues defining our city.

Outside: From the front row of major concerts to the heart of local festivals, Brandon captures the pulse of the city's most vibrant lifestyle moments.

Good Vibes: A daily dose of optimism. Brandon highlights the best of local and global social media, sharing feel-good stories and inspiring moments.



THE BRANDON GONEZ SHOW

The Brandon Gonez Show maintains a consistent content release schedule across its digital platforms publishing 20-25 pieces of editorial content per month

Whether you're looking to engage with diverse voices or stay ahead of the trends, The Brandon Gonez Show brings audiences closer to the conversations shaping our world. Join the movement and connect with a growing, engaged audience that values authenticity, relevance, and impact.

FULL LENGTH VIDEO

STREETER SERIES

SHORT VLOG

SHORT VLOG

EXPERIENTIAL

GREEN SCREEN

SHORT FORM REPORT

SHOW SPONSORSHIP



now.

ABOUT US

40 YEARS OF TORONTO

As a trusted leader in news and lifestyle content across the city, known for its dynamic coverage of key cultural and community passion points. Our storytelling is crafted to engage diverse audiences who seek meaningful experiences and aspire to live more enriched, informed lives.

With nationally recognized editorial and branded content, NOW Toronto has consistently served as a catalyst for broader media coverage across Canada. Our journalism doesn't just inform, it inspires real change by amplifying local voices and driving awareness within the communities we serve.





now. CHANNELS

YOUR CITY

The heartbeat of Toronto. We provide intersectional, original reporting on the transit, politics, and community stories that shape our readers' daily lives.

CULTURE

Toronto's creative pulse. From indie music breakthroughs to film festival deep-dives, we profile the artists and innovators defining the city's identity.

EVENTS

The city's trusted social compass. We turn "what should we do?" into "don't miss this" with curated guides to festivals, nightlife, and local pop-ups.

REAL ESTATE

Deciphering Canada's most talked-about market. We cover everything from tenant rights and rental trends to the future of homeownership in the city.

LIFESTYLE

A handbook for urban living. We explore the best in food, wellness, and local trends, helping our audience navigate life in the 6ix with style and ease.

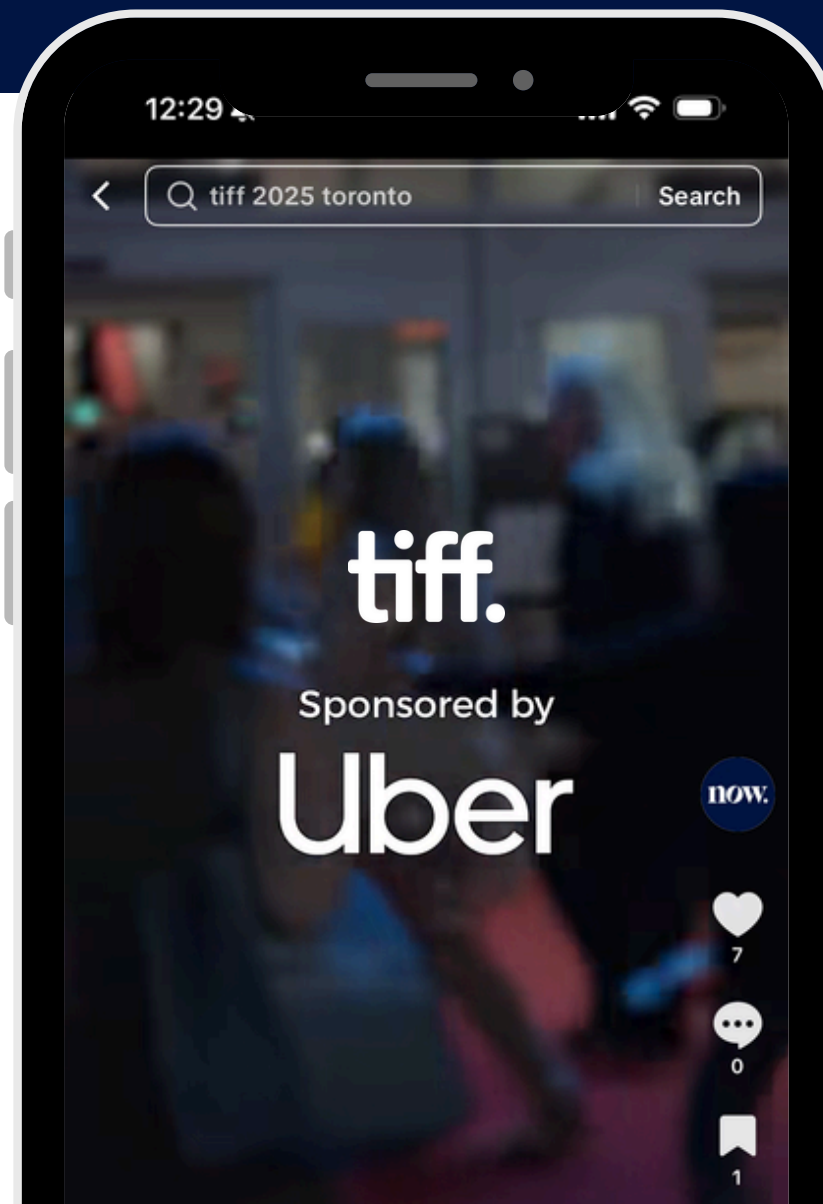
TRAVEL

Exploration through a Toronto lens. We highlight affordable escapes, trending international spots, and the best local staycations for the experience-driven traveler.

GUIDES

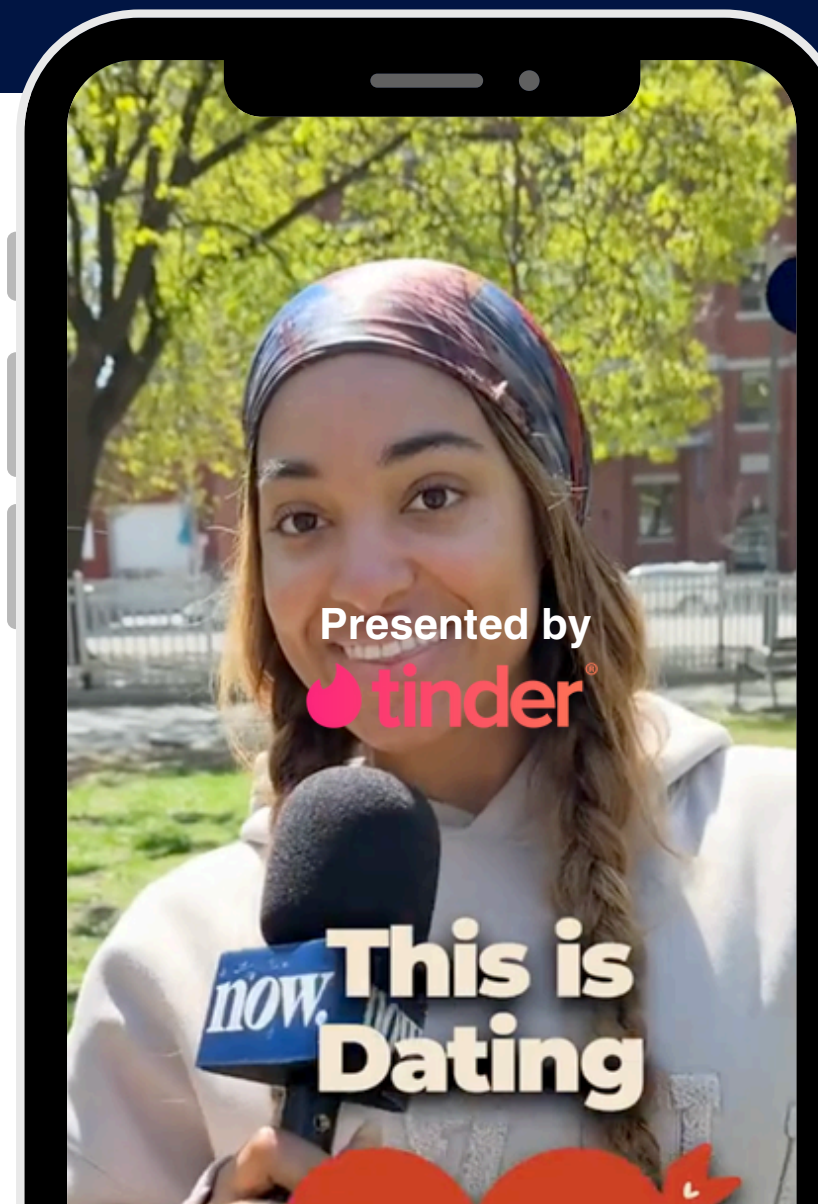
The heartbeat of Toronto. We provide intersectional, original reporting on the transit, politics, and community stories that shape our readers' daily lives.

CONTENT OPPORTUNITIES **now.**



EDITORIAL SPONSORSHIP

Align your brand with the stories that matter to Toronto. Through editorial sponsorship, you'll seamlessly integrate with trusted, content that informs, inspires, and connects with diverse, engaged readers across the GTA. From TIFFm to FIFA, dating and events, our sponsored features deliver authenticity, impact, and reach — all in the tone Torontonians know and trust.



DIRECTED EDITORIAL

Unlike general editorial, a directed series in NOW Canada is built with purpose, designed by you to inform, engage, and drive conversation. Whether it's demystifying emerging tech, unpacking complex issues, or offering a fresh lens on cultural hot topics, our series format delivers your message with clarity, edge, and impact.



BRANDED CONTENT

Branded content by NOW Canada puts your brand front and centre — seamlessly integrated into the city's cultural conversation. With our signature tone, targeted reach, and authentic storytelling, it's more than just content — it's your message delivered with credibility and impact.



CONTENT TOOLKIT: **now.**

Interactive Digital Engagement:

Turn passive viewers into active participants with gamified and direct-to-consumer tools.

Contests & Quizzes:

Drive massive engagement and lead generation with custom-built interactive experiences that reward our audience for connecting with your brand.

Targeted E-Blasts:

Land directly in the inboxes of our most loyal followers with high-conversion, dedicated email marketing.

Event Listings:

With a premium event listing plus a featured article, your event gets more than visibility, it gets buzz. Reach our engaged, culture-loving audience with compelling storytelling that drives clicks, RSVPs, and real-world turnout.

Targeted Digital Ads:

Amplify your message through data-driven ad placements across our web and social platforms, ensuring you reach the right eyes at the right time.

THE NOW 360° PARTNER TOOLKIT: FROM SCREEN TO STREET

At NOW, we don't just run ads, we build cultural touchpoints. Our suite of products allows brands to integrate seamlessly into the daily lives of our audience through digital storytelling, interactive engagement, and high-impact live experiences.

High-Impact Content & Storytelling: Deepen brand affinity through editorial authority and high-quality production.

Branded & Editorial Sponsorships: Align your brand with our trusted voice through custom-crafted articles, video segments, or series sponsorships that resonate with our community.

Premium Video Production: From high-energy "Come With Me" style field reporting and Green Screen studio segments to comprehensive Event Coverage, our production team brings your brand story to life with a cinematic, modern edge.

Interactive Digital Engagement: Turn passive viewers into active participants with gamified and direct-to-consumer tools.

Contests & Quizzes: Drive massive engagement and lead generation with custom-built interactive experiences that reward our audience for connecting with your brand.

Targeted E-Blasts: Land directly in the inboxes of our most loyal followers with high-conversion, dedicated email marketing.

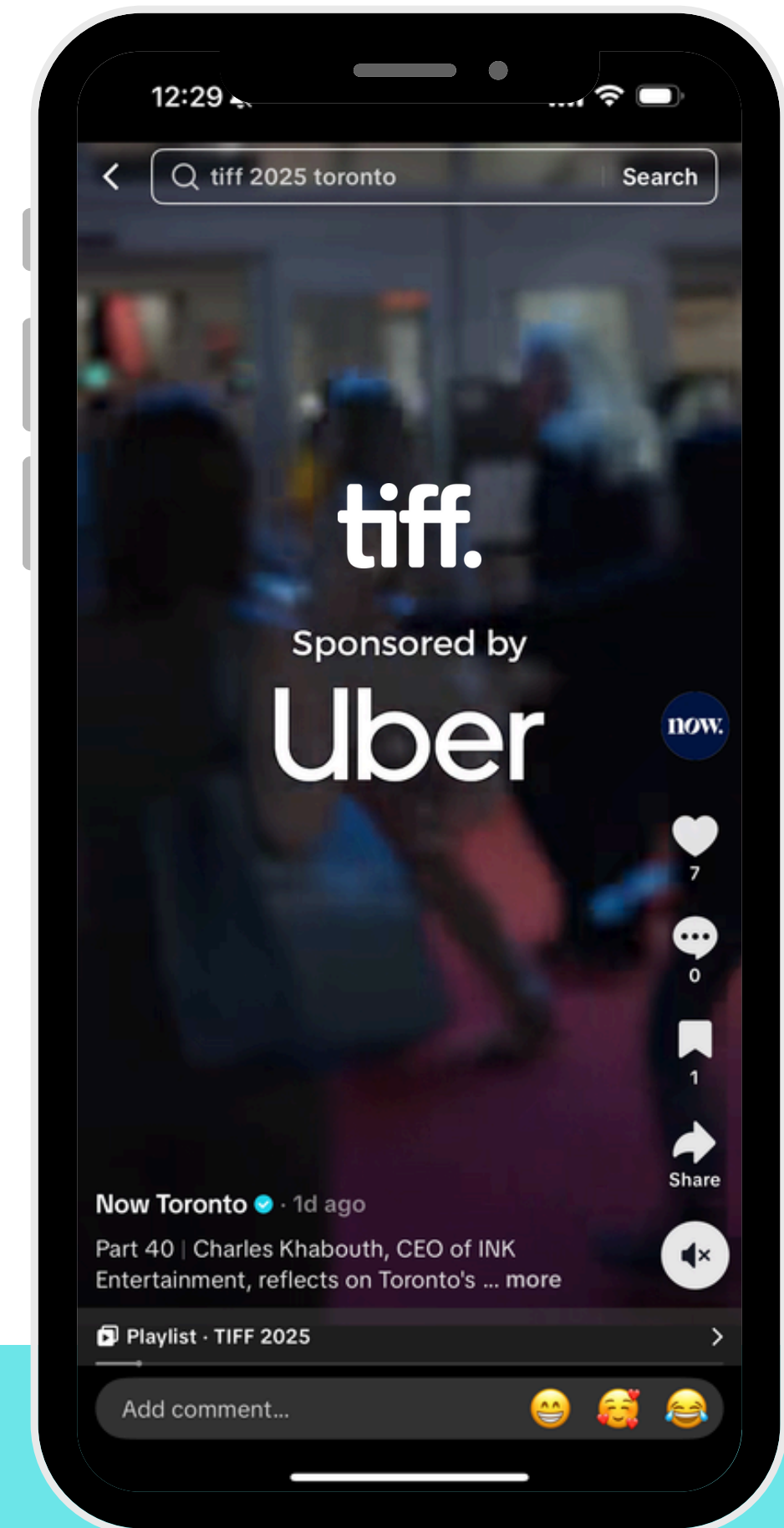
Targeted Digital Ads: Amplify your message through data-driven ad placements across our web and social platforms, ensuring you reach the right eyes at the right time.

Live Activations & "In Real Life" (IRL) Connection: Bridging the gap between the screen and the street. Bring your brand into the physical world with custom pop-ups, product sampling, or interactive booths at NOW events.

Gonez Media Event Sponsorship: Gain exclusive access to the most talked-about events in the city by becoming an official partner of our flagship live experiences.

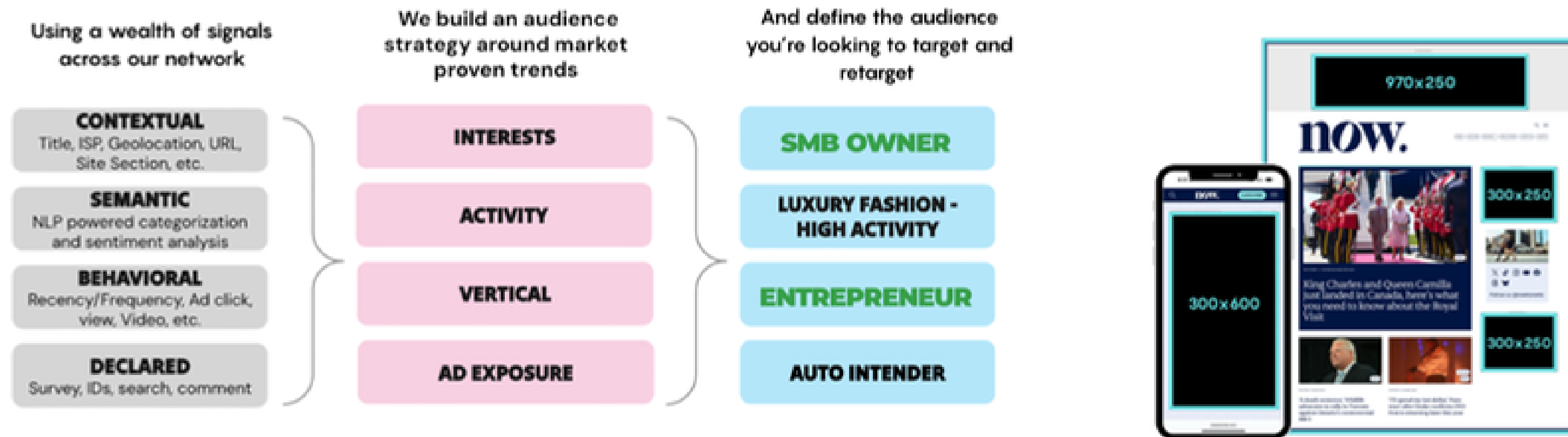
Why Partner with NOW?

We offer a "Screen-to-Street" strategy. Whether it's a viral Green Screen breakdown of your product or a Live Activation where customers can meet you in person, we provide the platform to turn a "moment" into a lasting relationship.



AUDIENCE TARGETING:

REACHING THE RIGHT AUDIENCE WITH DATA



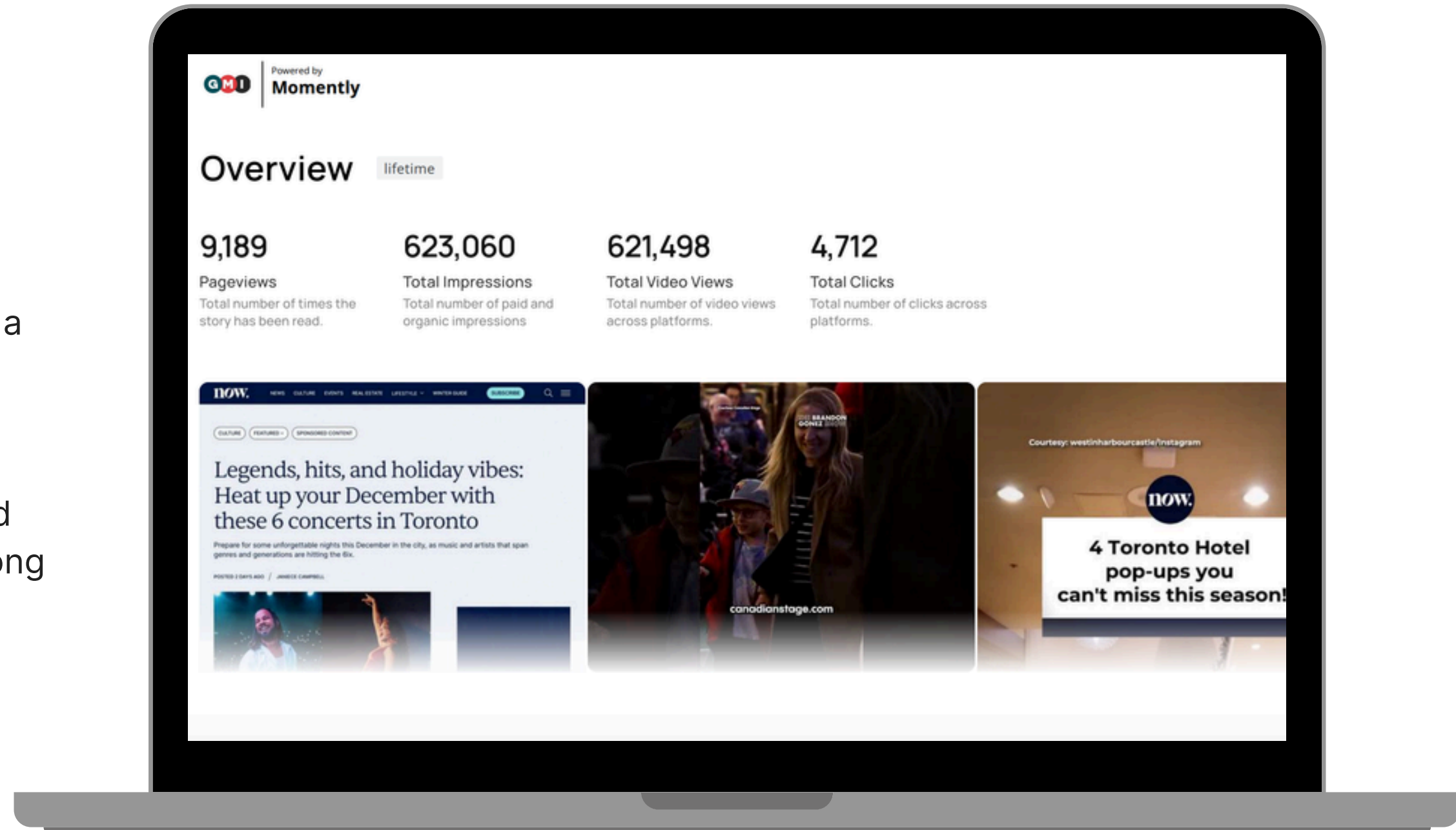
By integrating **NOW's first-party audience data with Permutive's privacy-first data platform**, we can now build highly granular, custom audience segments around key communities including Women, Men, Black, Indigenous, Queer-owned, and broader audiences, like movie enthusiasts etc. This enhanced data layer enables clients to understand and engage these segments more effectively by:

- **Segmenting real audiences based on actual behaviour and interests** rather than inferred third-party data
- **Aligning segments to content themes as we publish** so when NOW Canada releases business-focused articles, spotlights, or resources that resonate with these communities, clients can **retarget engaged readers in real time**.
- **Powering audience extension campaigns**, helping clients deepen insights into needs and preferences beyond the engaged audience with cohorts

LIVE REPORTING DASHBOARD

Enhanced Real-Time Reporting NOW Toronto has partnered with Momently to provide our clients with a dedicated, live campaign dashboard.

This integration offers 24/7 access to real-time performance metrics, ensuring full transparency and data-driven optimization throughout the entire year-long partnership.



INTEGRATED REACH WITH GONEZ MEDIA

We aren't just reaching more people, we are owning their attention for
30x longer than the competition



22MM
MONTHLY
REACH

780K
SOCIAL
FOLLOWERS



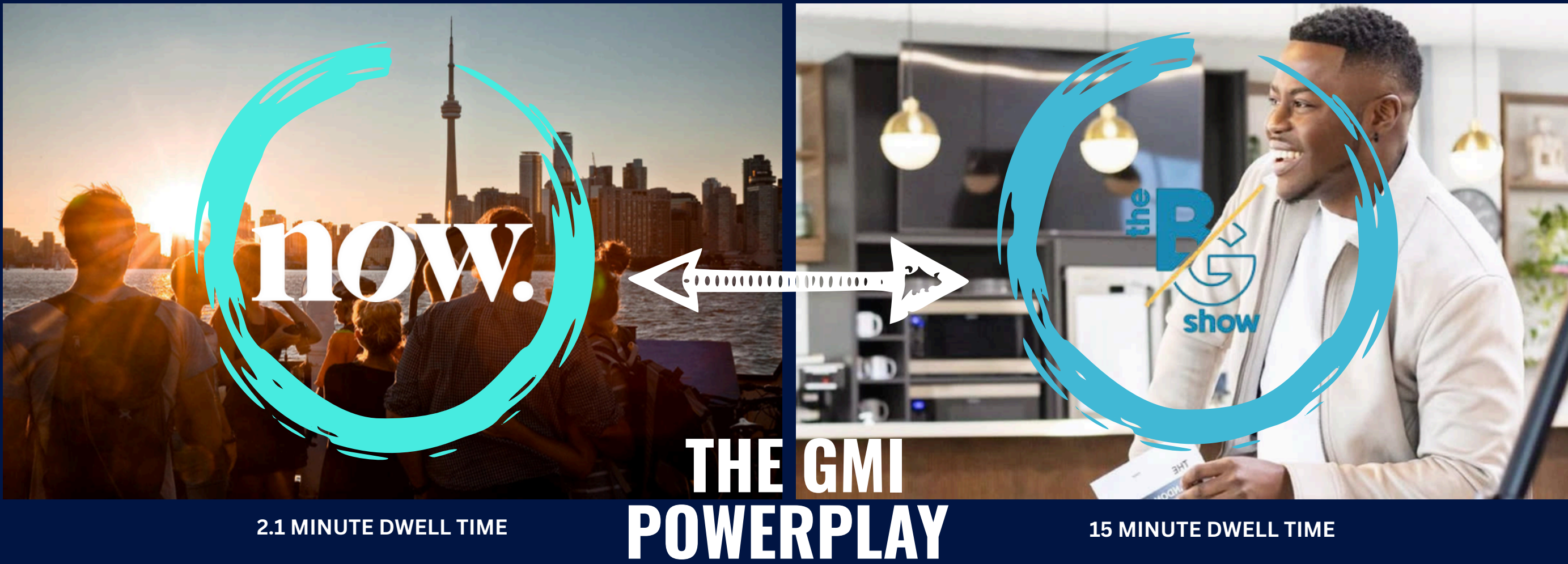
22MM
VIEWS
PER MONTH

820K
SOCIAL
FOLLOWERS

46MM+
views per month
with Canada's Cultural Authority

GMI: THE LEADER IN CANADIAN MEDIA

By combining these two, we cover the entire consumer journey. Now provides the 'Deep Research' phase where consumers look for facts. The Brandon Gonez Show provides the 'Emotional Connection' phase where consumers decide who to trust.



Mass Cultural Reach | Deep Community Influence | Intent | Conversion

 2X Industry Average Dwell Time

 Authenticity Halo Effect = TRUST

Together, they create an unduplicated reach that no single-platform media company in Canada can match

GONEZ MEDIA: THE FUTURE OF CANADIAN MEDIA

Scaling Reach Through Multi-Vertical Integration

Our agency model is built on the principle of 'Centralized Amplification.' By positioning GMI and its core flagship content, NOW & THE BG SHOW as the strategic nucleus, we enable seamless cross-pollination between niche creator communities.

Our six key tentpoles (Sports, Music & Entertainment, Fashion, Health & Wellness, Food, and Money Management) act as high-velocity channels, driving targeted engagement back to the brand while expanding our global footprint through authentic creator partnerships



GONEZ MEDIA PRODUCTION SERVICES



FULL-SCALE VIDEO PRODUCTION FROM GMI. FROM THE FIRST SPARK OF AN IDEA TO THE FINAL PIXEL.

The "Unfiltered" Advantage:

We produce content that feels like a conversation, not a commercial driving 80% higher engagement rates

Turnkey Solutions:

We handle the heavy lifting. WPP provides the brand vision; GMI provides the cultural engine.

Platform-Native:

We don't just "resize" videos. We produce specifically for the nuances of TikTok, YouTube, and Broadcast.

STRATEGY & IDEATION

- Creative Concepting
- Scripting & Storyboarding
- Cultural Consulting

PRE-PRODUCTION

- Casting & Talent Sourcing
- Location Scouting & Permitting
- Production Design

EXECUTION

- Cinematic 4K Capture
- Multi-platform Optimization (Horizontal & Vertical)
- Live-to-Tape & Studio Capabilities

POST DELIVERY

- High-End Editing & Color Grading
- Motion Graphics & VFX
- Sound Design & Mastering



**CONTENT
THAT MOVES
THE CULTURE.**

THANK YOU

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Presented by

**THE BRANDON
GONEZ SHOW**



now.

OPPORTUNITIES

THE BRANDON
GONEZ SHOW

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Unfiltered Sessions

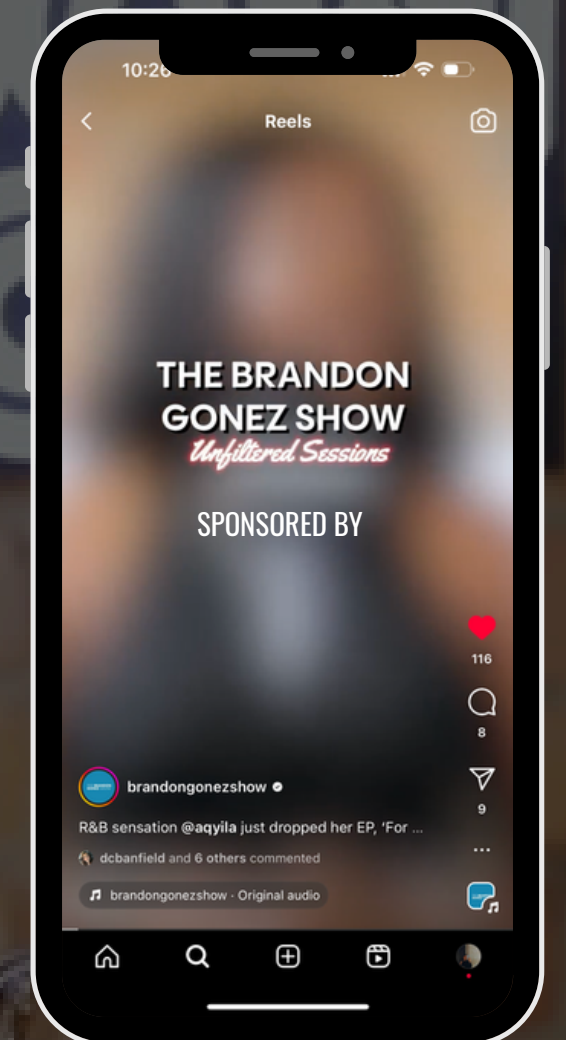
THE BRANDON
GONEZ SHOW

Unfiltered sessions is a digital live performance series featuring a diverse array of talented artists showcasing their skills in music. Each episode brings a unique blend of entertainment, with artists delivering captivating performances that engage audiences worldwide.

From soulful musical performances to melodic r&b melodies and never before seen freestyles, unfiltered sessions offers something for everyone. Viewers can expect high-quality production value, creating an immersive and unforgettable viewing experience. Whether it's discovering new talent or enjoying the mastery of seasoned professionals, The Brandon Gonez show's unfiltered sessions promises to entertain and inspire audiences of all ages.

Video Sponsorship includes:

- 6 x Front and end bumper of each session baked into each session
- 6 x branded articles on NOW Toronto with 100% SOV (published over 3 months with embedded video)
- Social mentions and logo on all posts and press releases on NOW and The BG Show: **Unfiltered Sessions**
- Organic & Paid Social Amplification across all social channels
- **EXCLUSIVE:** Logo placement on all 6 videos
- **EXCLUSIVE:** Product placement in studio



5 MINUTES W/ **now.**

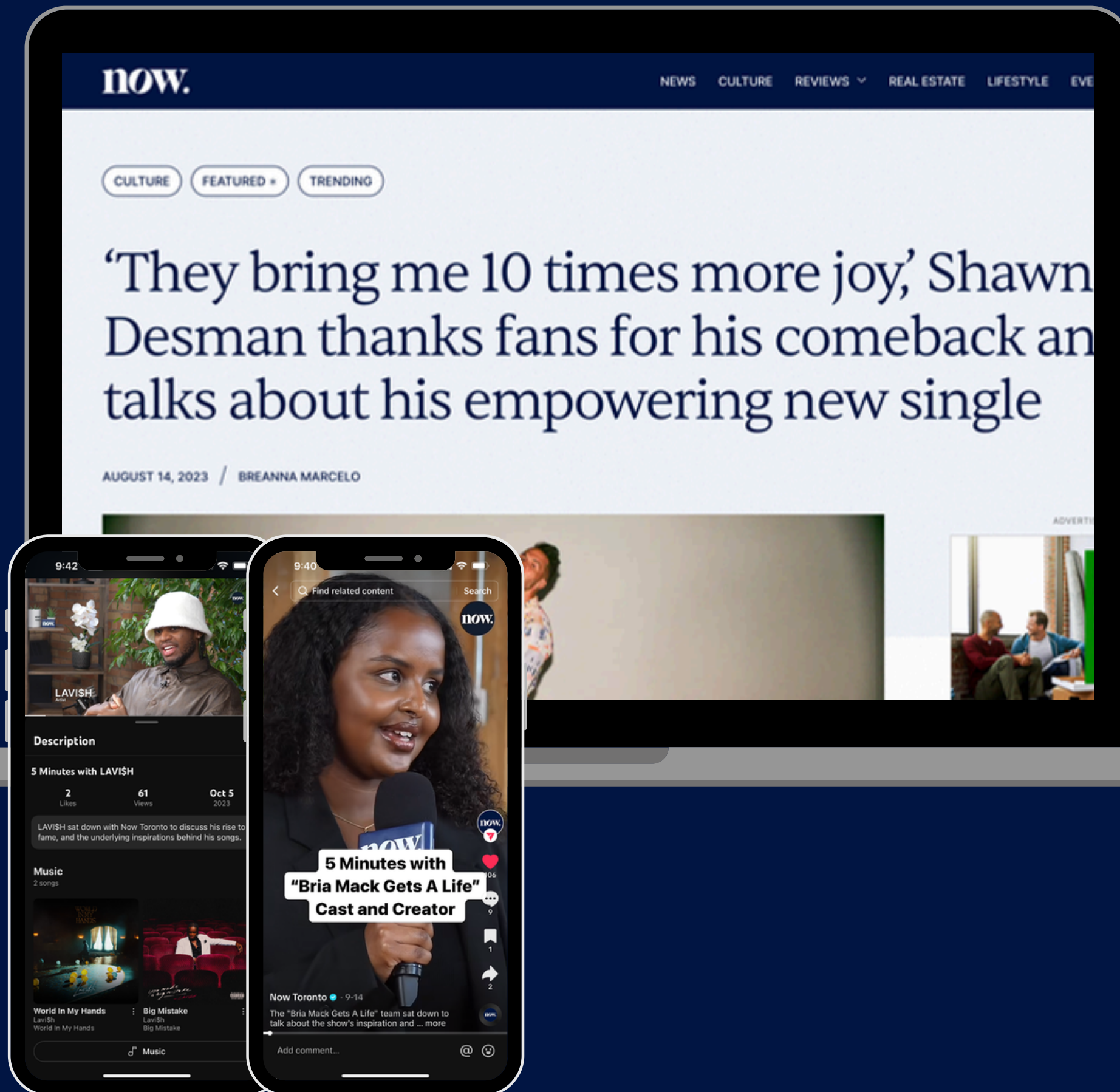
“5 Minutes with Now” is a fast-paced, thought-provoking interview series spotlighting the voices shaping culture and innovation.

In just five minutes, guests from diverse backgrounds—artists, activists, entrepreneurs, and innovators—share their stories, insights, and perspectives.

Every episode is a chance to connect with fascinating people, uncover their unique journeys, and spark new ideas for growth and transformation. Full 5 min videos are posted to YouTube, while clips are posted across all our social channels.

Sponsorship includes:

- Front and end bumper of each session baked into each session
- 3 branded articles on NOW Toronto with 100% SOV (published over 3 months)
- Social mentions and logo on all posts and press releases
- Organic & Paid Social Amplification across all social channels
- EXCLUSIVE: Logo placement on all videos
- EXCLUSIVE: Product placement in studio
- Contest Integration can be applied



TIFF MEDIA SUITE

THE BRANDON GONEZ SHOW | **now.**

Exclusive Media Suite located at the Bisha Hotel, NOW Toronto and Brandon Gonez will conduct celebrity interviews with TIFF participants.

With multiple activations located in one room this will be a major media stop for movie premiers at TIFF. With a premium installation to conduct on-site interviews we're offering you the ability to have product placement and brand integration part of the activation which will be seen across all video interviews and event capture for the entire week.

Sponsorship includes:

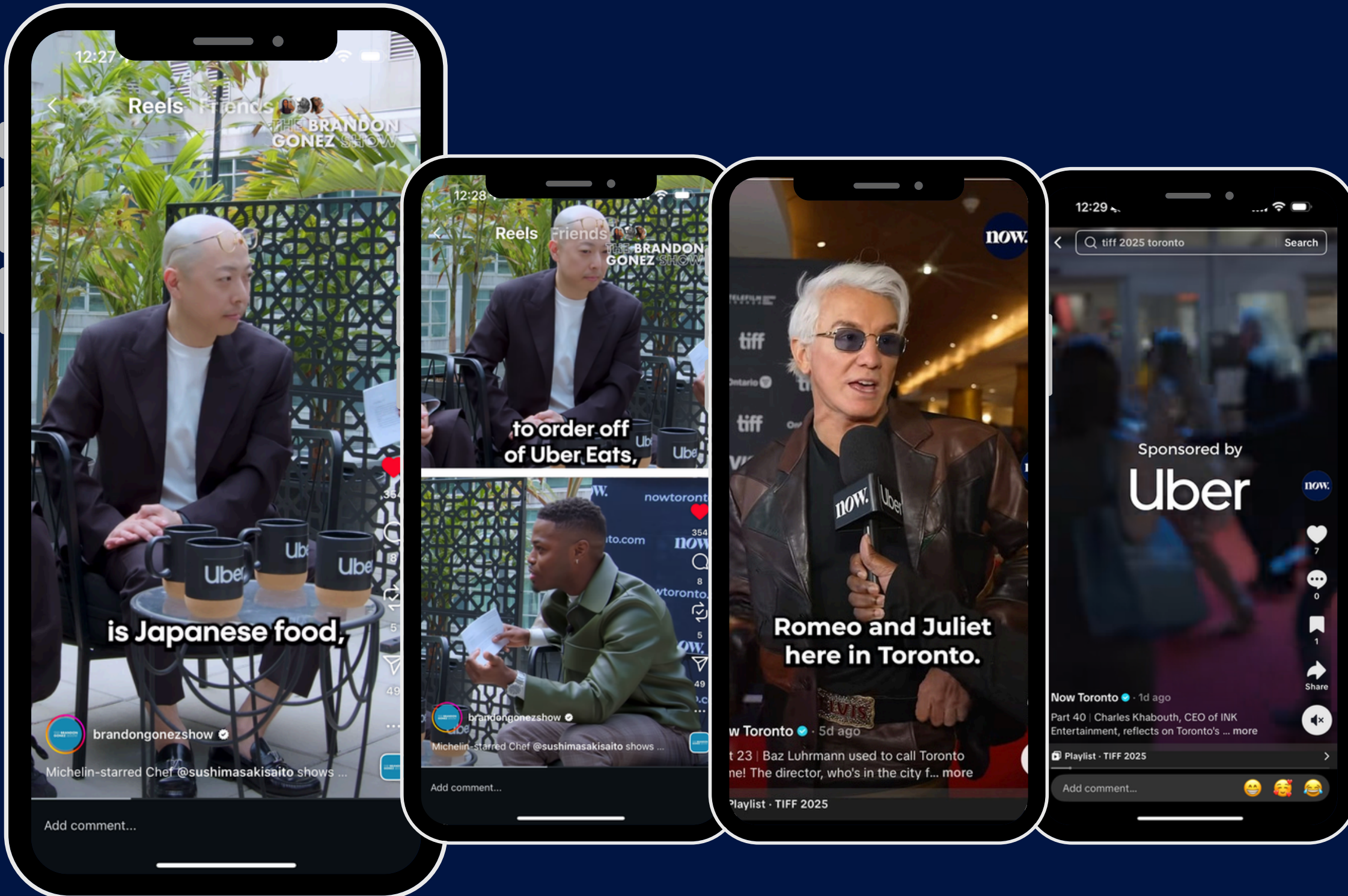
- Digital Ads around NOW Toronto articles and videos produced around TIFF
- 1 branded article on NOW Toronto
- Social mentions and logo on all posts and press releases
- Organic & Paid Social Amplification across all social channels
- Contest Integration can be applied

Optional Add Ons:

- EXCLUSIVE: Cobranded Mic Flag on all red carpet coverage for NOW Toronto and Videos from Media Suite
- EXCLUSIVE: Logo & product placement for 1 week with on site activation
- EXCLUSIVE: 1 x branded article on NOW Toronto websites integrating video clips from Media Suite

BG Show Extension

- Audience Extension with Brandon Gonez (BG Show) for celebrity interviews at TIFF in Media Suite (co branded Mic Flag, Product placement, integrated questions





THIS IS DATING **now.**

The dating scene in the city is quite the experience, so this multipart series shows exactly how connectivity is reshaping human connection. Diving Deep into Human Connections and Dating From street interviews, advice columns, and dating article guides - This is Dating Now is the hotspot for all of Toronto's dating experiences and secrets.

WHAT'S INCLUDED:

- Editorial Sponsorship
- 100% SOV around all content for duration of sponsorship
- Min 6 week Sponsorship
- 3-5 pieces of editorial content per month
- Social Amplification across all social channels
- Content to be published weekly

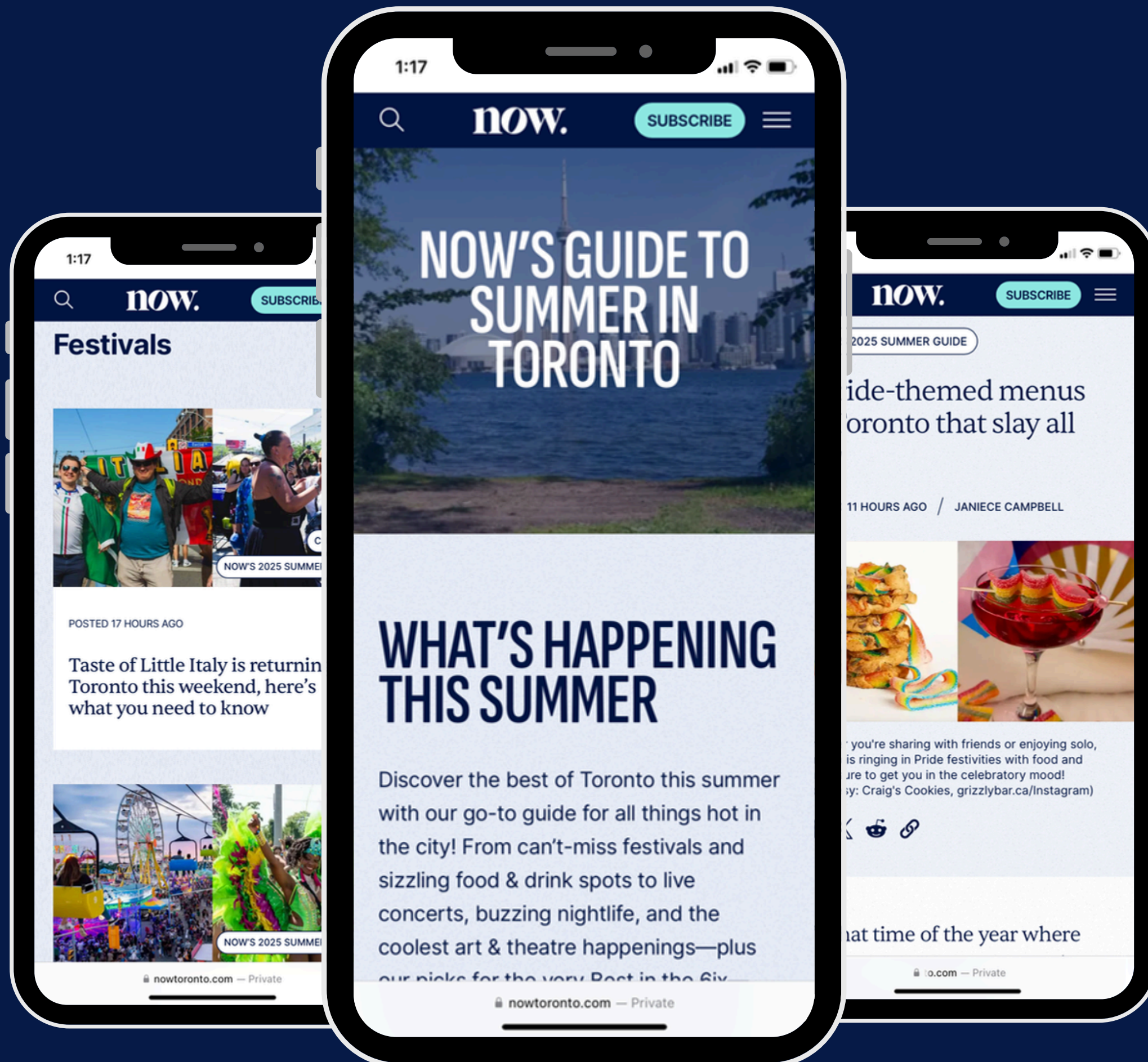
BEST OF THE 6IX TORONTO

SEASONAL GUIDES

NOW Toronto's seasonal guide are the ultimate handbook for all things hot in the city! From can't-miss festivals to finding the city's best eats, this series highlights many staple and underrated Toronto locations. Join this exciting experience through a partnership for the summer season.

WHAT'S INCLUDED:

- Editorial Sponsorship
- 100% SOV around all content for duration of sponsorship
- Min 6 week Sponsorship
- 3-5 pieces of editorial content per month
- Social Amplification across all social channels
- Content to be published weekly



PRIDE TORONTO

NOW Toronto is your go-to destination for all things Pride in 2025. As the city lights up with colour, culture, and community, we're bringing the most vibrant, inclusive, and authentic coverage of Toronto Pride and your brand can be at the heart of it.

From exclusive interviews with LGBTQ2S+ trailblazers to essential event guides and can't-miss parties, NOW's Pride content will be front and centre in online and across our massive social platforms.

EDITORIAL SPONSORSHIP:

- 100% SOV around all content for duration of sponsorship
- Min 6 week Sponsorship
- 3 branded articles + event listings
- Social Amplification across all social channels

COBRANDED FLOAT

- Cobranded Float: A visually dynamic float with logo integration
- Branded Tote Bags: Now Toronto tote bags with swag insertion
- Team Participation: Staff and representatives from both your brand and Now Toronto participate in parade float.



APPENDIX

THE BRANDON
GONEZ SHOW

now.

JAMAICA

CASE STUDIES

The Ask

As a country that's economy relies on tourism, Visit Jamaica was looking to showcase Jamaica as the premiere vacation destination post-pandemic. The purpose of the visit was to showcase the rich history and experiences Jamaica has to offer every type of traveller. From Montego Bay to Ocho Rios, Jamaica was one of the top travel destinations for travellers before COVID. Their campaign focus was encouraging travellers to book their next vacation in Jamaica.

The Results

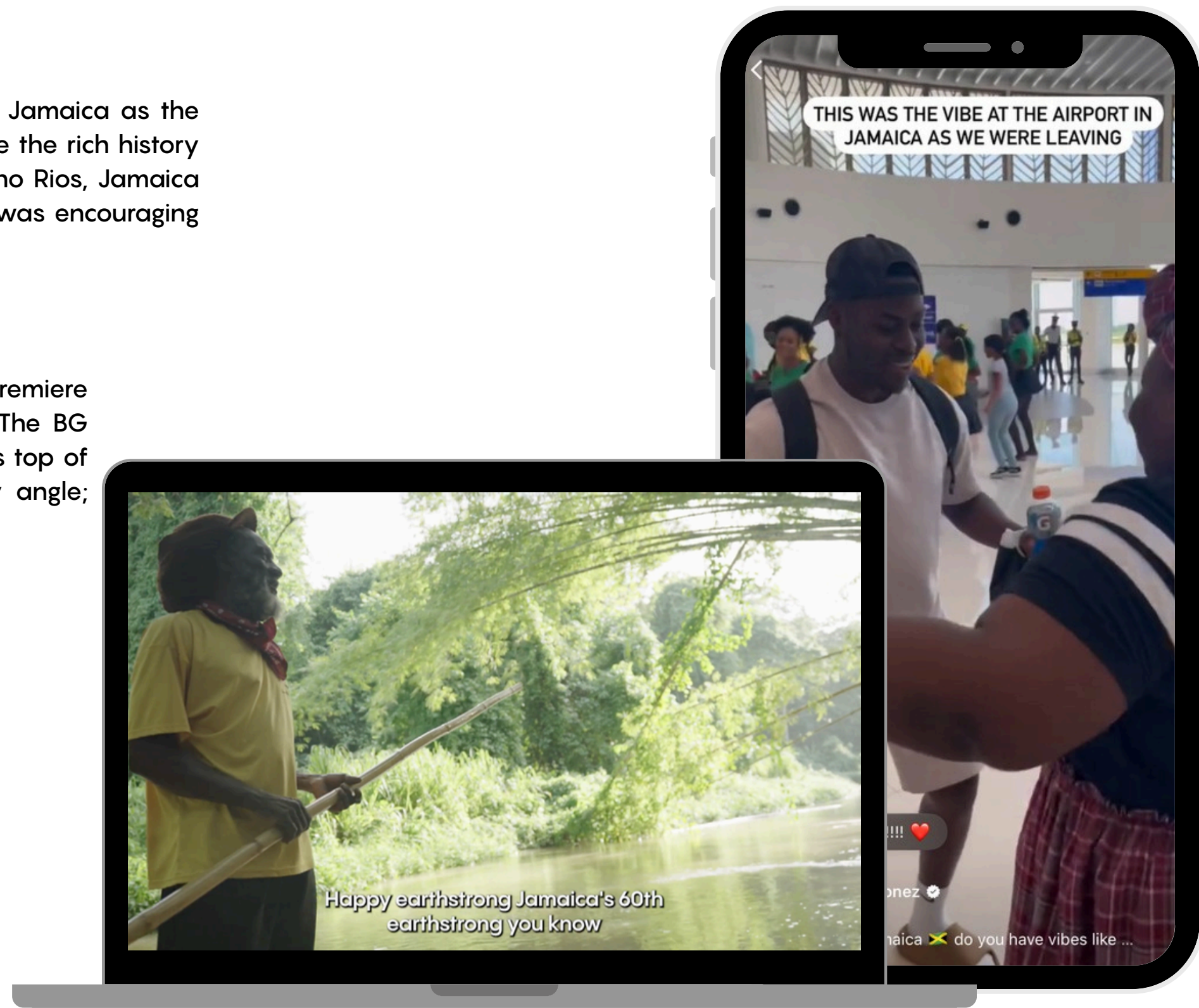
From the airport to the ocean, The Brandon Gonez Show showcased Jamaica as a premiere travel destination that has something for every traveller. Through an interactive vlog, The BG Show captured the culture and community that Jamaica has to offer ensuring Jamaica is top of mind when booking your next vacation. This content showcased Jamaica from every angle; culture, culinary and community.

Program Included

- 1x Long Form Vlog on YouTube
- 4x Short Form Videos on social channels

837K+
IMPRESSIONS

782K+
VIDEO PLAYS





CASE STUDIES

The Ask

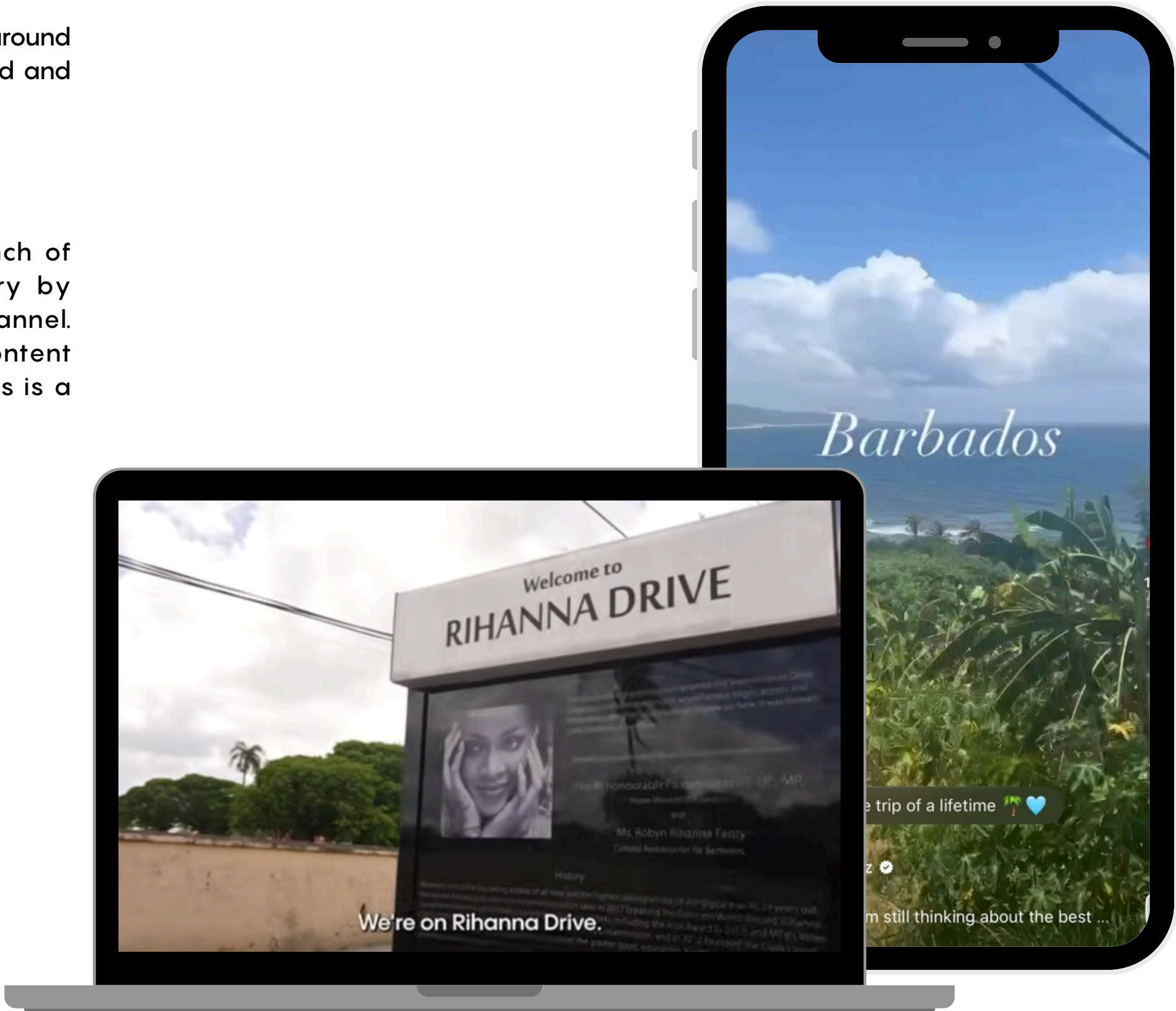
Dubbed the Culinary Capital of the Caribbean, Barbados has a lot to offer travellers from around the world. Visit Barbados wanted to showcase the diversity and affordability of the island and increase the it’s desire as a travel destination in the Caribbean.

The Results

From Rihanna Drive to Oistin’s Fish Fry, The Brandon Gonez Show saw every inch of Barbados and captured it’s beauty across it’s culture, community and culinary by developing an interactive vlog hosted on The Brandon Gonez Show’s YouTube channel. The content explained the rich history of Barbados and its Bajan culture. Each content piece told a story from a different perspective and further proved why Barbados is a must-see travel destination for visitors around the world.

Program Included

- 1x Long Form Vlog on YouTube
- 3x Short Form Videos on social channels





CASE STUDIES

The Ask

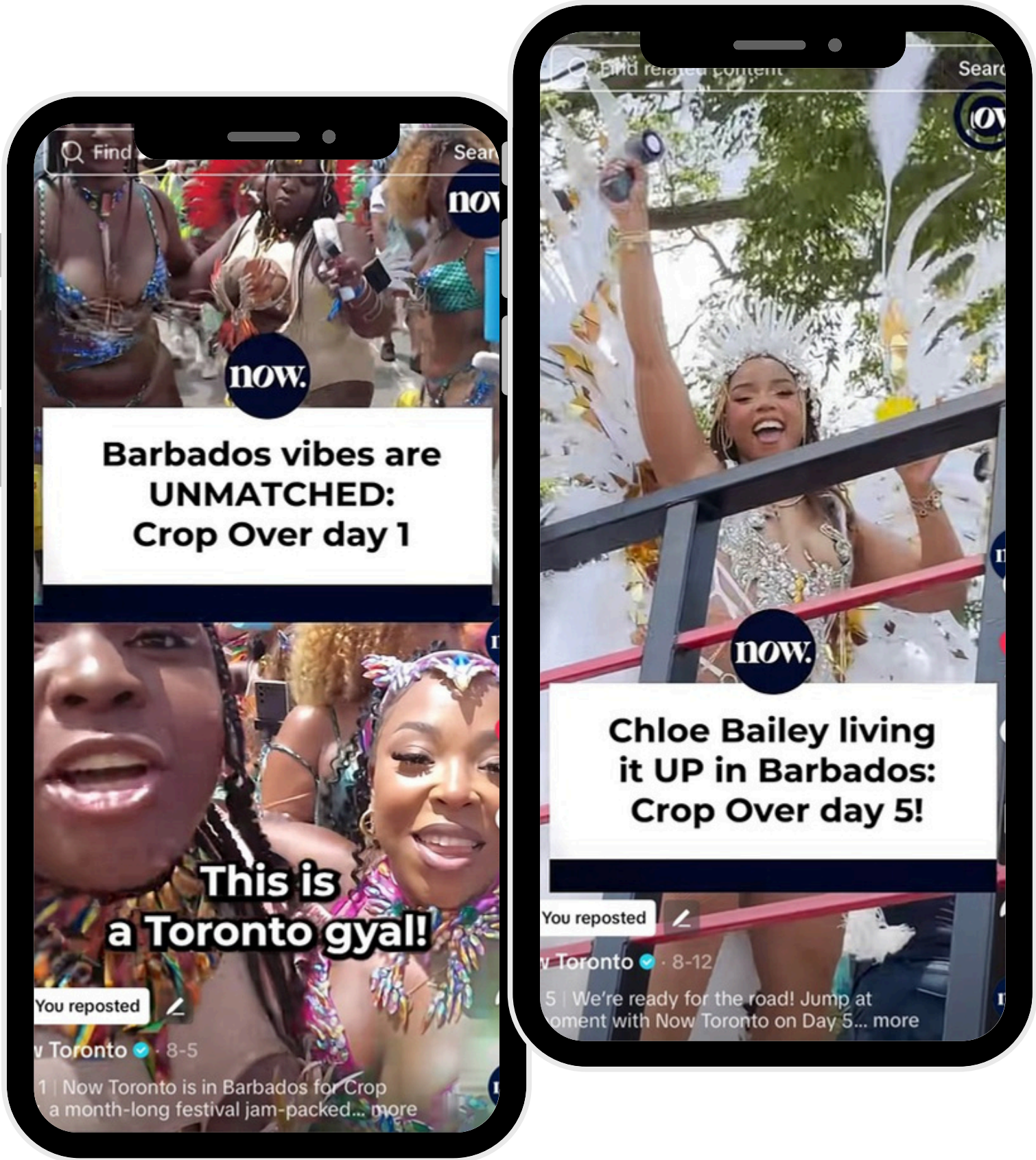
Cropover is the yearly celebration that takes over the streets in Barbados. Bringing together culture, music and community, Visit Barbados wanted to showcase the island's yearly celebration as a must-experience event.

The Results

Now Canada headed to Barbados to capture the energy, culture and vibe of Cropover in one of the Caribbean's hottest destinations. Through integrated storytelling on nowtoronto.com and its social channels, Now Canada captured the essence of Cropover firsthand by attending 7 days of celebratory events leading up to the festival and recanting it firsthand through written and video content.

Program Included

- 3x Articles on nowtoronto.com shared across social channels
- 7x Short form vlogs posted daily from Barbados on Now Canada social channels
- 100% SOV surrounding Visit Barbados content on nowtoronto.com



Hennessy

CASE STUDIES

The Ask

Beginning in the vineyards of Cognac, Hennessy is one of the most well-known brands globally. Rich in history and storytelling, Hennessy wanted to showcase its connection to culture and the community by hosting one of their Canadian ambassadors in a private-tour of the house to further its storytelling and deepen its connection between culture and community.

The Results

Through an interactive vlog, The Brandon Gonez Show team headed to Cognac to capture the history behind the Hennessy brand. From the Maison to the vineyards, and an 11 a.m sharp taste testing pairing barrels of perfectly crafted Hennessy, The Brandon Gonez Show told the story of Hennessy across its channels through visual storytelling.

Program Included

- 1x Hennessy Conversation + Vlog on The Brandon Gonez Show YouTube Channel
- 3x Short form clips for social channels

250K+
IMPRESSIONS

100K+
VIDEO PLAYS



The Ask

TurboTax was looking to reach a wider audience of young and first-time filers through an editorial content series that positioned the brand as the go-to tax solution. Their campaign was focused on increasing awareness of TurboTax's Free File service for students aged 18—25, educating newcomers on how TurboTax's online support made filing for the first time simple and accessible, and welcoming new users into a stress-free tax season by showcasing the confidence and peace of mind TurboTax provided.

The Results

NOW Canada and The Brandon Gonez Show delivered a comprehensive content solution by developing an editorial series featuring expert tax advice from TurboTax, highlighting the common challenges Canadians face during tax season and positioning TurboTax as the go-to solution. The campaign connected directly with community members to test their tax knowledge while educating them on TurboTax's services, supported by a 4-part article series on nowtoronto.com, amplified through NOW Canada social posts and newsletter features. Additionally, two streeter-style videos on The Brandon Gonez Show brought the conversation to life through real community engagement and storytelling.

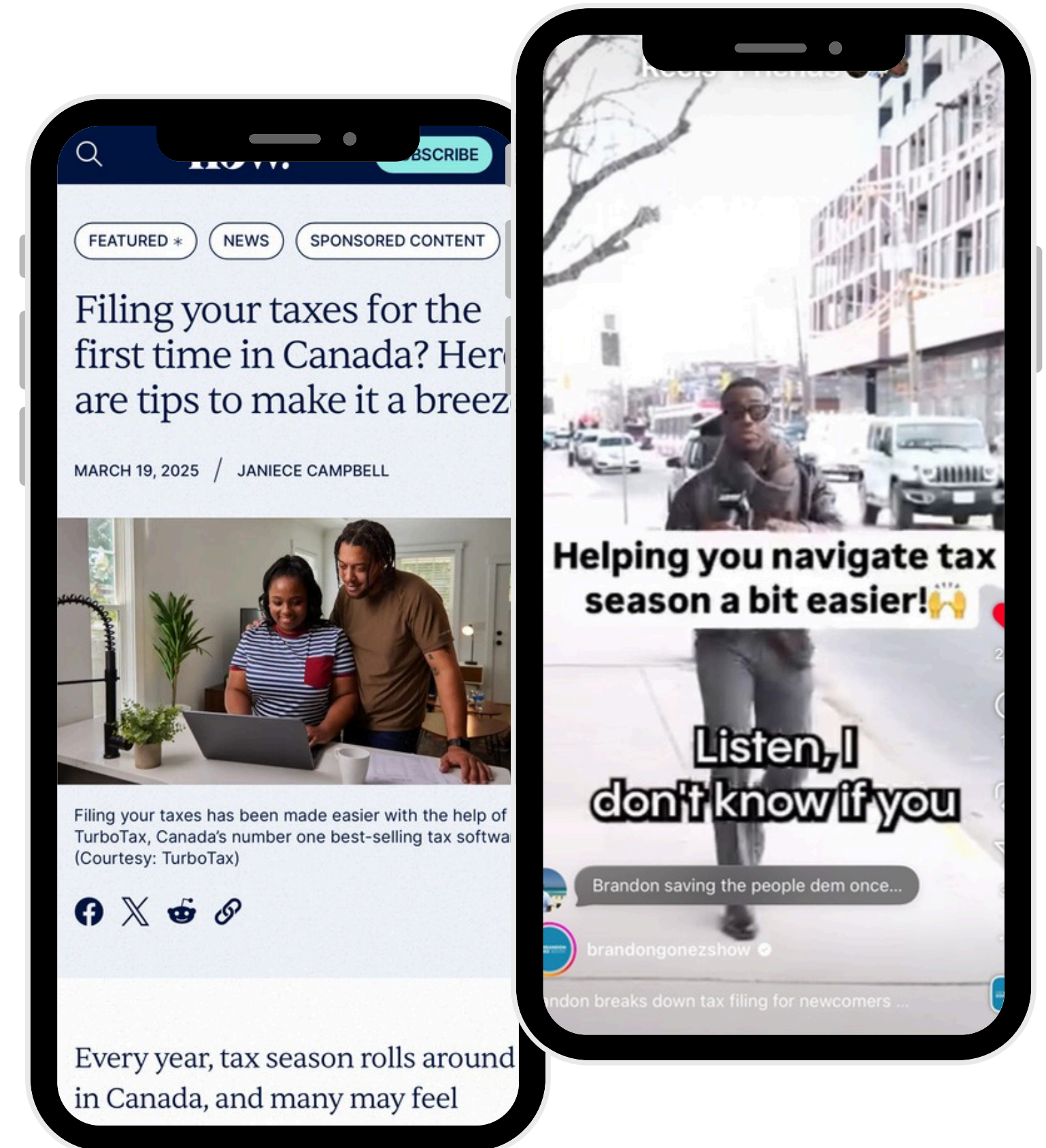
Program Included:

- 4-part article series on nowtoronto.com with organic & paid social amplification
- 2x Streeter style videos on The Brandon Gonez Show

1MM+
IMPRESSIONS

100K+
VIDEO PLAYS

10K+
PAGEVIEWS





CASE STUDIES

The Ask

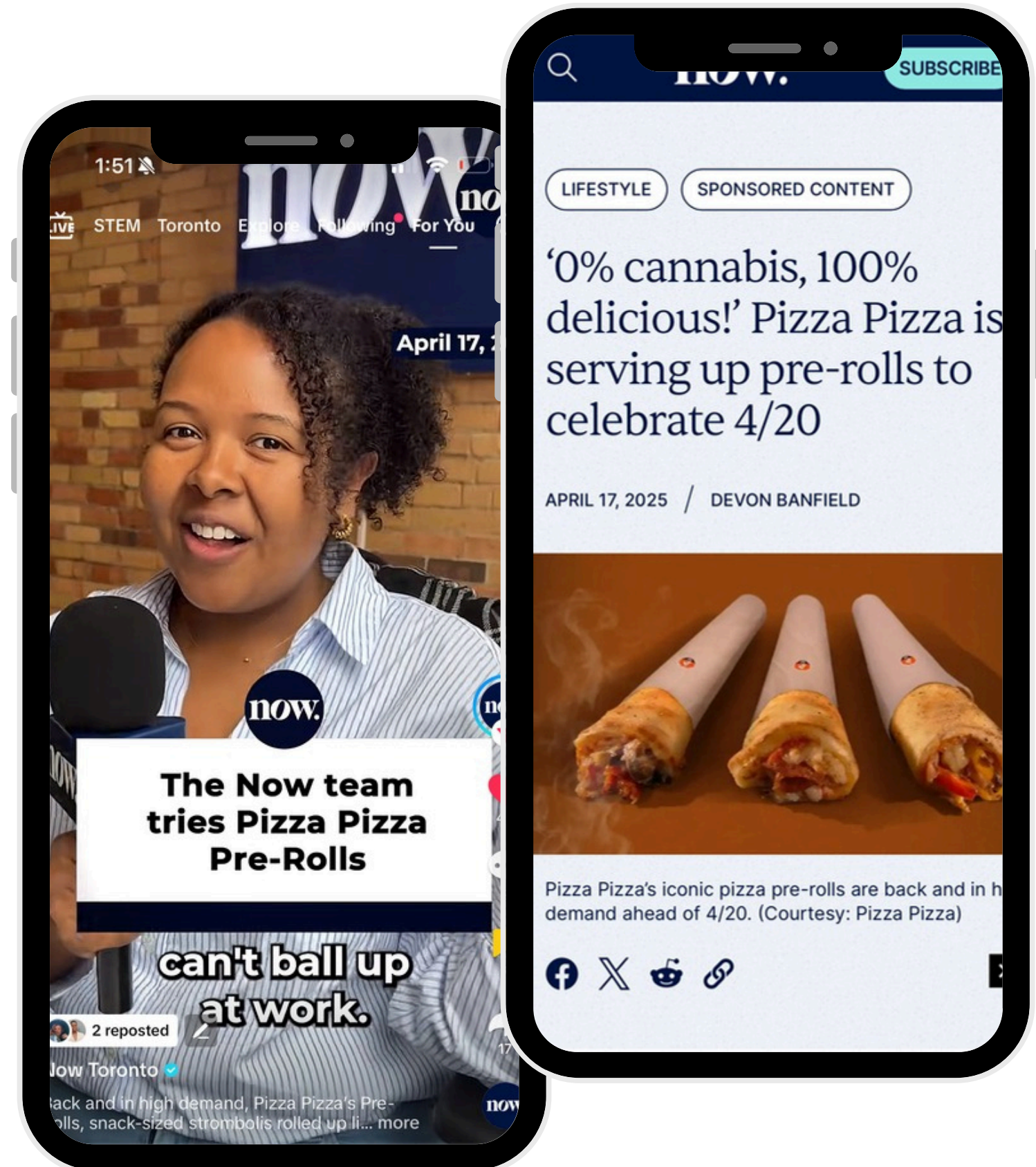
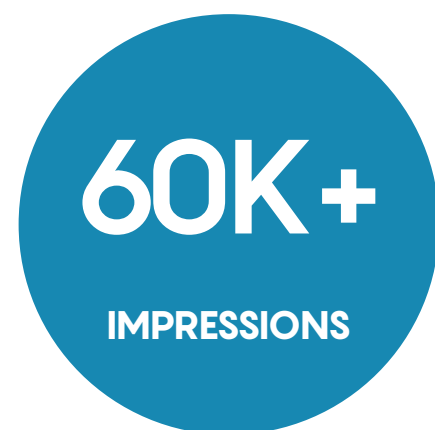
Pizza Pizza brought back their 4/20 Pre-rolls; the perfect crave-worthy snack for those celebrating in true 4/20 fashion. Pizza Pizza was looking to showcase the product and generate authentic buzz through digital storytelling that felt fun, timely, and culturally aligned with the moment.

The Results

NOW Canada delivered a comprehensive content solution for Pizza Pizza's 4/20 pre-roll campaign by producing an editorial taste-testing experience featuring Now's own Editorial Team, giving audiences an authentic, first-hand look at the product. The campaign showcased Now Canada's ability to create culturally relevant, high-impact content that resonated with readers, driving page views that exceeded internal benchmarks by 140%. Supported by timely production and rapid execution, Now Canada turned around the full concept, content creation, and publication within 48 hours of receiving the brief, ensuring Pizza Pizza captured the cultural moment with maximum relevance and momentum.

Program Included:

- 1x Standard Article on nowtoronto.com shared across social channels
- 1x Short Form Video across Now Canada's socials (TikTok, Twitter, Threads,



The Ask

TD Insurance is passionate about small businesses, and they were looking for a way to amplify their Canada pop-up at STACKT Market with a publication tapped into the local community, entrepreneurial culture, and the audiences that genuinely care about supporting independent businesses.

The Results

Through a concise 60 sec TikTok with over 350K followers and written article on nowtoronto.com, Now Canada delivered editorial content that captured the essence of the pop-up while providing business owners with the key information they needed when considering insurance for their operations. Through dynamic storytelling and community-focused coverage, Now Canada was engaged to drive awareness, education, and engagement around TD Insurance's offering.

Program Included:

- 1x Come with Me video on Now Canada social channels
- 1x Standard Article on nowtoronto.com shared in daily newsletter

60K+

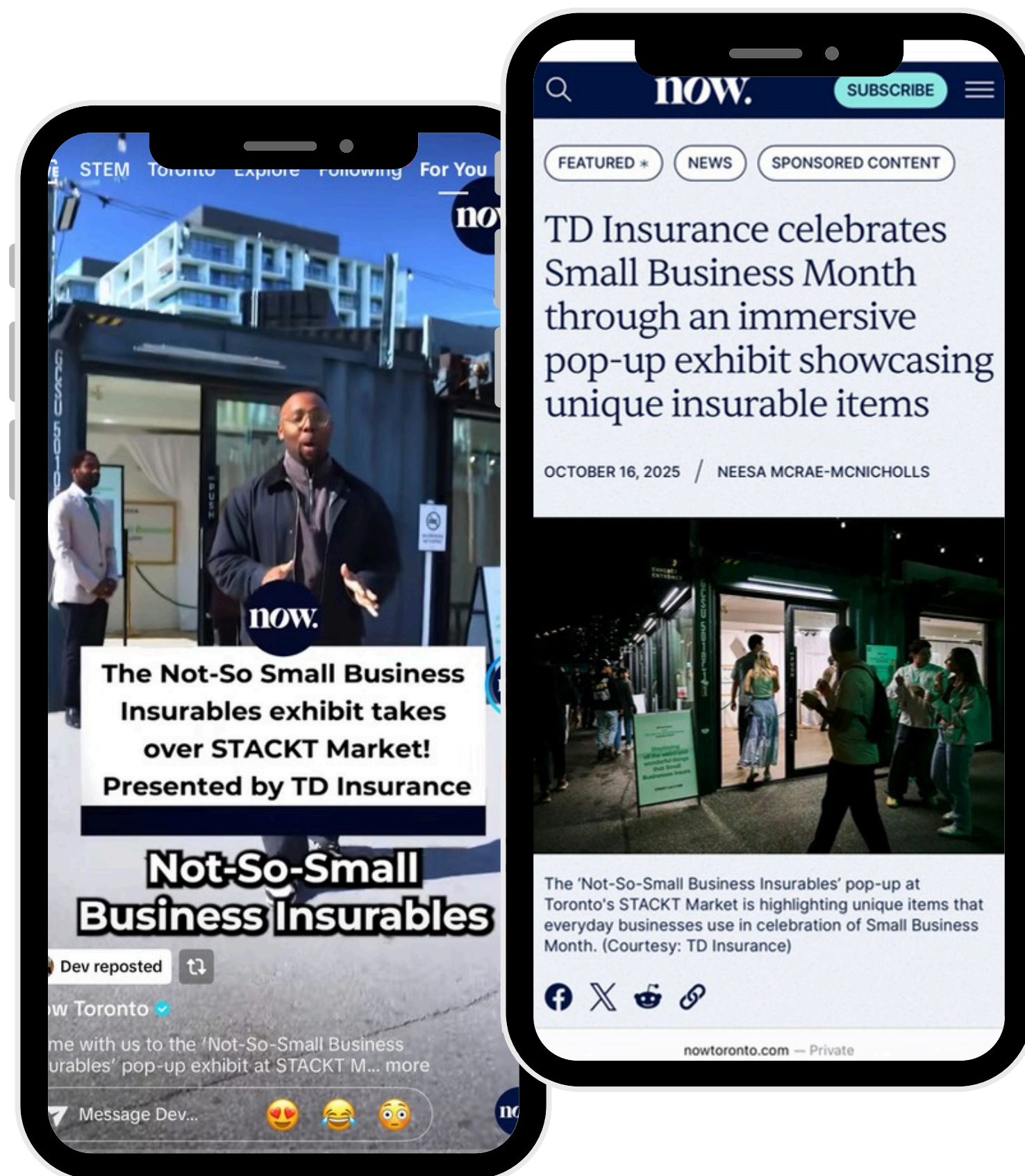
IMPRESSIONS

10K+

VIDEO PLAYS

2K+

PAGEVIEWS





CASE STUDIES

The Ask

Many Canadians think of eggs as an “only breakfast” food and the Egg Farmers of Ontario were looking to debunk that myth and showcase how eggs can be eaten with any meal! To break down this myth, Egg Farmers of Ontario were looking for creators to showcase the benefits of eggs and how they can be incorporated into your diet throughout the day.

The Results

Through entertaining and engaging short form content, The Brandon Gonez Show showcased the diversity of eggs and how they can be incorporated into any meal. This content series put eggs at the forefront by testing easy to make recipes perfect for people looking to incorporate more protein in their diet, people on the go, and those looking for new and exciting ways to eat their eggs!

Program Included:

- 4x Reels on The Brandon Gonez Show’s Instagram
- Clips shared across social channels (TikTok, Twitter, Instagram Stories)

250K+
IMPRESSIONS

100K+
VIDEO PLAYS

