



GO NEZ

2026 MEDIA KIT

MEDIA



BRANDON GONEZ
CEO & FOUNDER



A FEW WORDS FROM OUR CEO

As the Founder of Gonez Media, I've seen firsthand how hungry Canadians are for authentic, innovative, and representative storytelling. Since our inception in 2020, we've scaled at an unprecedented rate, evolving into the country's leading online destination for news and entertainment.

Whether it's the progressive reporting of *Now Toronto*, or through the cultural impact of *The Brandon Gonez Show*, our mission is clear: to lead the way in how our stories are told. This is a new era for Canadian media, and I'm honoured to be at the helm of it.

ABOUT US



ONE COMPANY | THREE PILLARS | LIMITLESS REACH

Gonez Media is a proudly Canadian-owned digital media company bringing together Publications, Productions, and Agency under one roof, giving brands a single, trusted partner for authentic storytelling, high-quality content creation, and multichannel marketing that delivers real results. We don't just create content. We build cultural relevance.

GONEZ
MEDIA

GONEZ MEDIA IS A POWERHOUSE DIGITAL ECO- SYSTEM FOR MILLENNIAL AND GEN Z AUDIENCES



TRUST

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 clients can own the narrative.

NATIONAL AGILITY

With the launch of *Now Vancouver*, 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.

GONEZ
MEDIA



 **Publications**

 **Agency**

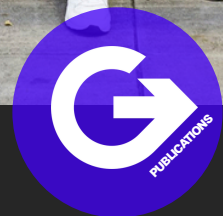
 **Productions**

GONEZ
MEDIA



OUR SERVICES

GONEZ
MEDIA



PUBLICATIONS

Your brand deserves an audience that actually cares. Gonez Media Publications powers *Now Toronto* and *The Brandon Gonez Show*, generating more than 46 million views per month across Canada. From expert editorial to full-scale audience engagement strategies, we connect you to readers and viewers who are passionate about culture, entertainment, and what's happening right now. We handle the editorial. We grow the audience. You get the reach.



PRODUCTIONS

One vision. Full execution. Gonez Media Productions covers the entire creative lifecycle, concept development, production, and post, with the expertise and precision to make your brand impossible to ignore. From viral digital segments to broadcast-ready specials, we create content that doesn't just look good. It performs.



AGENCY

Gonez Media Agency connects your brand with the creators, influencers, and platforms that your audience actually trusts. We manage end-to-end multichannel campaigns, from strategy and talent to execution and reporting. Precision targeting and optimized distribution across every relevant channel ensure every campaign hits its mark. We find the right voices. We run the campaign. You get results you can measure.





Publications

now.

THE BRANDON
GONEZ SHOW

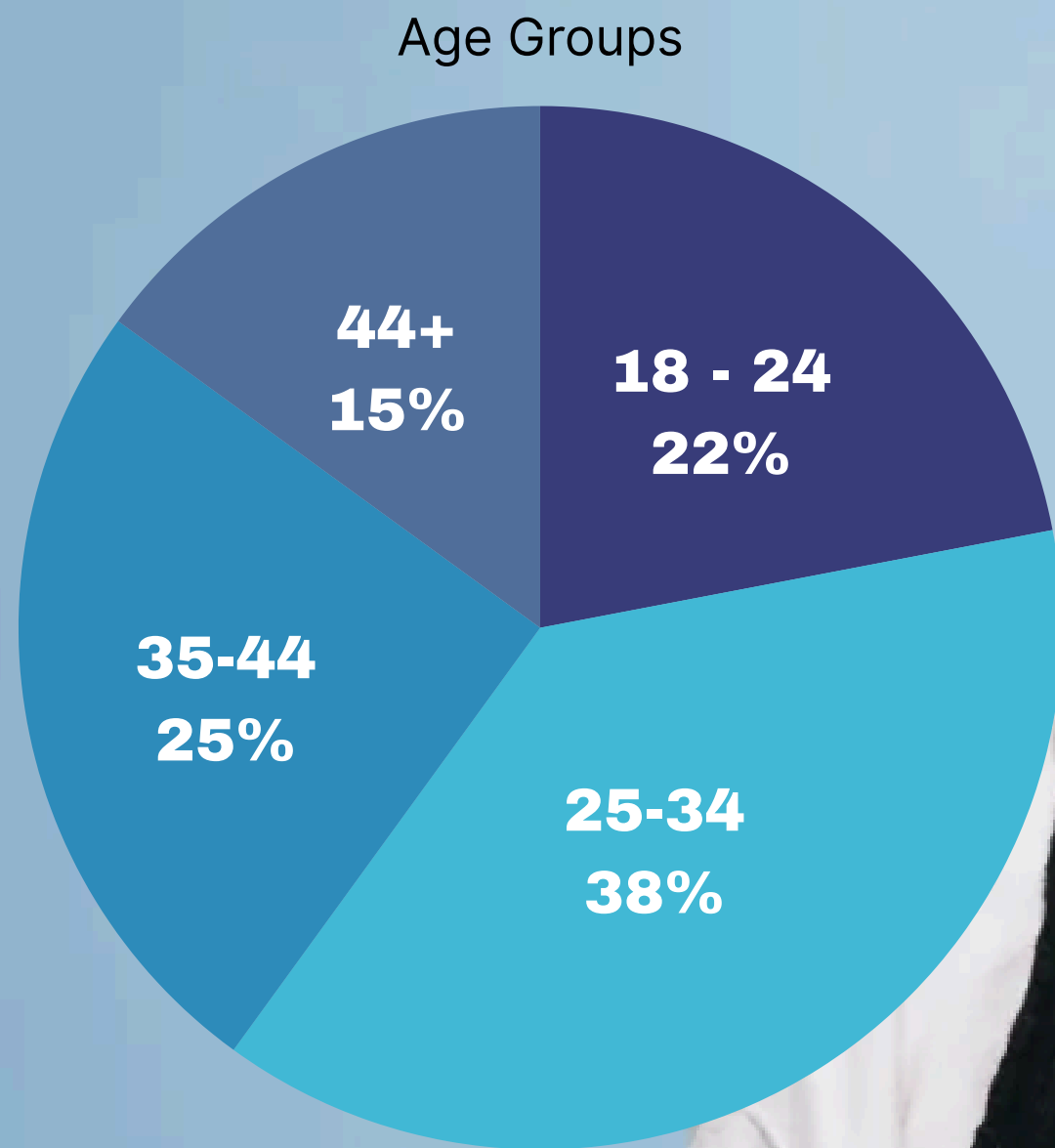
GONEZ
MEDIA



now.

CANADA

Now offers Cultural Precision. We provide 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.



85%

of GMI's audience are ages 19—44

HIGH HOUSEHOLD INCOME

52%

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

FASHION & APPAREL

195

Over-indexes for fashion & street wear apparel purchases

ENTREPRENEURSHIP

182

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

ARTS & CULTURE

140%

attend live events, concerts and festivals

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 gadget or app

1.2MM

UVs per month



2:30

Average time spent per piece of content

now.

now.

TORONTO

VANCOUVER

MONTREAL

CALGARY

EDMONTON

CANADA

**TORONTO WAS FIRST,
VANCOUVER IS
NEXT... COAST TO
COAST COVERAGE IS
WHAT YOU CAN
EXPECT**

Gonez Media is expanding the *Now* brand across Canada, market by market. Vancouver launches June 2026. More cities follow. For advertisers, that means one brand relationship that scales with you, consistent audience, consistent editorial trust, growing reach.

- 40 years of brand equity, now coast to coast
- First movers in Vancouver get in before our network scales
- Integrated buys across every *Now* market as we grow
- Local editorial depth + national audience continuity

UPCOMING OPPORTUNITIES



5 MIN WITH NOW

This series is a fast-paced YouTube and TikTok series where artists, comedians, creators, and designers race to complete a challenge while answering rapid-fire questions, real stories, real personality, no PR filter.

[LINK TO DECK](#)

THIS IS DATING NOW

This Is Dating Now is a multipart series diving deep into how connectivity is reshaping romance in the city told through street interviews, expert advice, and real stories straight from Toronto's dating scene.

[LINK TO DECK](#)

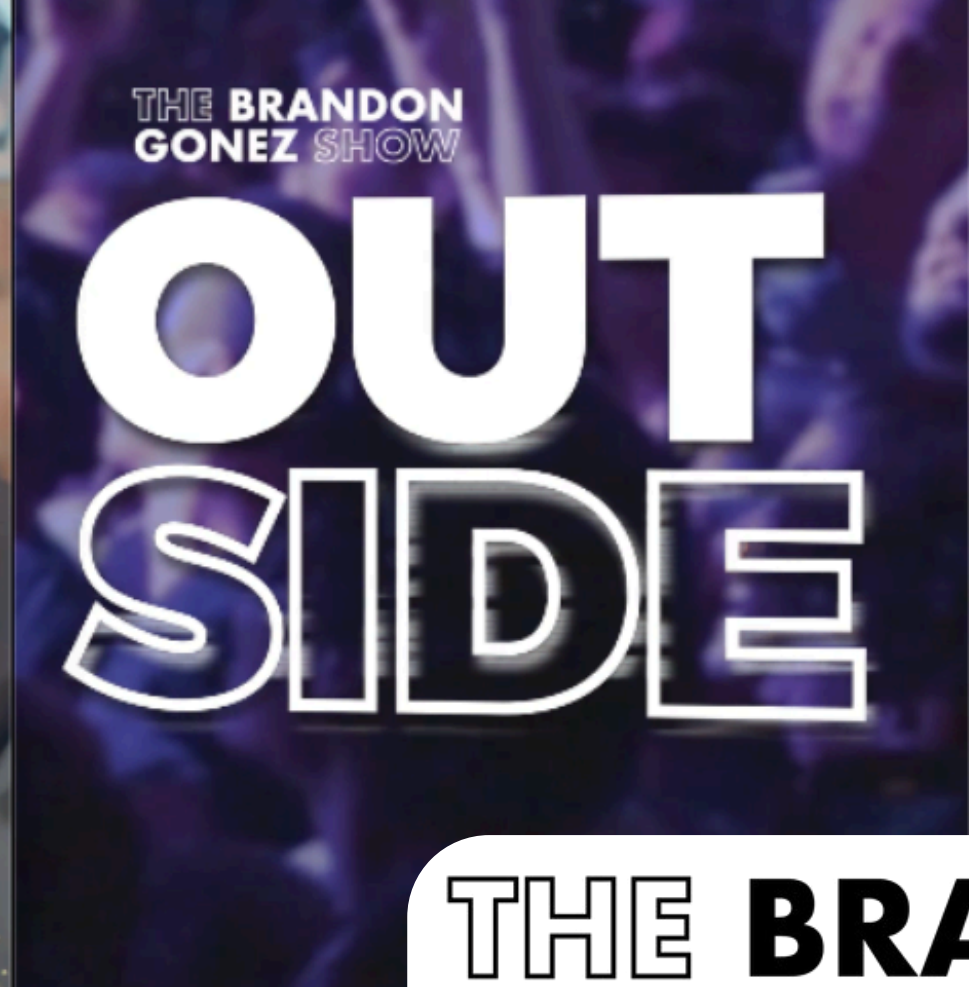
NOW AWARDS

A defining moment for *Now* and the city, a first-of-its-kind platform celebrating the visionaries, risk-takers, and local legends who make Toronto move. This is more than an awards program; it's a movement that unites the city's diverse communities into one powerful narrative of excellence

[LINK TO DECK](#)

THE BRANDON GONEZ SHOW





THE BRANDON GONEZ SHOW

LONG FORM PODCAST

MONDAY - THURSDAY | 15 MINUTES A DAY | 22MM+ VIEWS PER MONTH

THE BREAKDOWN

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

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.

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 country.

GOOD VIBES

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

Opportunities for section sponsorship, product placement, social clips and much more!

NICHE



0:30 TIME SPENT
115K UVs per month



0:50 TIME SPENT
200K UVs per month

PREMIUM ENGAGEMENT



2:00 TIME SPENT
1MM UVs per month



1:50 TIME SPENT
1.2MM UVs per month



15 MIN TIME SPENT
22MM Views per month

LOCAL UTILITY



1:10 TIME SPENT
300K UVs per month

MASS MARKET



1:00 TIME SPENT
6.6MM UVs per month



0:20 TIME SPENT
2.3MM UVs per month



0:32 TIME SPENT
4MM UVs per month

WHY GONEZ MEDIA

While legacy platforms offer broad, passive reach, Gonez Media delivers High-Velocity Reach a concentrated pipeline to Canada's most economically active consumers, benchmarked against Statistics Canada's 2026 projections.

Our ecosystem commands 2:30 minutes of dwell time on *NOW* and 15 minutes on *The Brandon Gonez Show*. In an attention economy, 15 minutes of undivided engagement is mathematically superior to 10 million low-intent impressions.

With 52% of our audience earning over \$100K, our unduplicated reach into BIPOC, Queer, and Urban Professional households isn't a pivot, it's our foundation. Gonez Media is a performance buy that happens to be diverse. We were built as their home, and that makes us the engine for the most productive, trend-setting consumers in the country.





THE GONEZ MEDIA POWERPLAY



22MM+
MONTHLY
VIEWS

2:30
AVG TIME
SPENT

Together, *Now* and *The Brandon Gonez Show* cover the entire consumer journey from deep research to emotional trust that no single-platform media company in Canada can match it.

We don't just reach more people; we own their attention 30x longer than the competition, from the first click to the final decision.



22MM
MONTHLY
VIEWS

15:00
AVG TIME
SPENT





Productions



DEVELOPMENT

From brief to blueprint, we transform brand objectives into sharp, story-driven concepts engineered for the platform, the audience, and the result you're after.



PRODUCTION

We execute with broadcast-level precision directing, shooting, and capturing every asset with the technical mastery and creative instinct that makes content impossible to scroll past.



POST

From the edit suite to final delivery, we cut, color, mix, and master every frame until the story hits exactly the way it was meant to polished, purposeful, and ready to perform.



BUILT FOR EVERY FORMAT. READY FOR EVERY MOMENT

Our team brings deep broadcast, digital, and live production experience across every format, scripted segments, documentary-style brand stories, social-first content, and broadcast-ready specials. From product launches to industry conventions and high-profile cultural moments, we show up ready to capture it all. Whatever the platform demands, we have the people and the toolkit to build it with you.



Unfiltered Sessions



fizz



BARBADOS



Sinai Health

ORIGINAL PROGRAMMING

From TIFF and Uber to TD, Mount Sinai Hospital, Visit Barbados, and the Elevate Tech Conference, Gonez Media Productions has built a portfolio that spans culture, community, healthcare, and commerce. Our original programming doesn't just represent these brands, it moves their audiences. Every project is a new story, and we bring the same standard of excellence to all of them.



This is Dating NOW



5 Minutes w/NOW



ELEVATE FESTIVAL



Uber



FACE



MELAMON



TD



kuumba²⁰

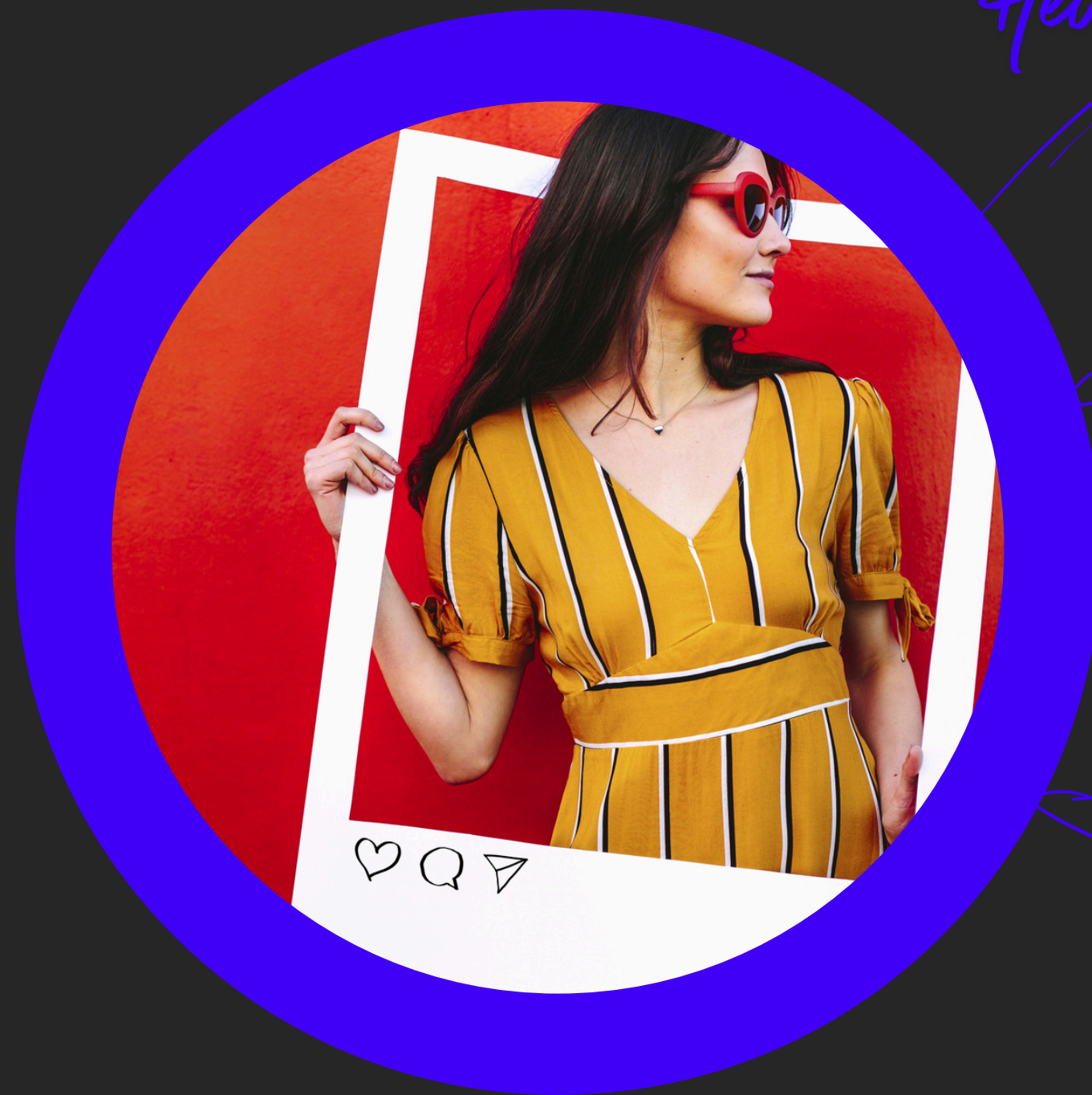


Agency



GONEZ MEDIA: AGENCY

The Gonez Media Agency is where strategy meets scale. Built around a centralized amplification model, we position our flagship platforms, *Now* and *The Brandon Gonez Show*, as the strategic nucleus, then extend your brand's reach across six high-velocity content verticals: Sports, Music & Entertainment, Fashion, Health & Wellness, Food, and Money Management. Through authentic creator partnerships and cross-community integration, we don't just put your brand in front of more people, we embed it into the conversations that matter most to them.



Health & Wellness

Fashion

Sports

Finance

Got a project?
Let's talk

GONEZ
MEDIA

Start a
conversation,
tell us everything

**We collaborate with ambitious brands
and people; we'd love to build something
great together.**

Kristal Shankaran
Head of Sales & Partnerships

kristal.shankaran@gonezmedia.com





THANK YOU

GONEZ
M E D I A