

CAPTIVATE
Influence the
Influential

MEDIA KIT | CANADA





North America's largest on-the-go news and entertainment network

Access and impact millions of influential decision makers through our video-first network in premier office towers and luxury residential properties.



100%
VIEWABLE



FRAUD
FREE



BRAND
SAFE



ACCURATE
LOCATION

Connect your brand
with an audience
like no other.



THE
INNOVATORS



THE
THINKERS



THE
CHANGE-MAKERS



THE
TRAVELERS



THE
BUILDERS



THE
PARENTS



THE
DECISION-MAKERS



THE
HIGH-EARNERS

CAPTIVATE

Reach coveted audiences where they work & live

10

CMAS

500

VENUES

2.5K+

BUSINESSES

50K+

UNIQUE HOUSEHOLDS



CIBC SQUARE

Prominent modern office complex



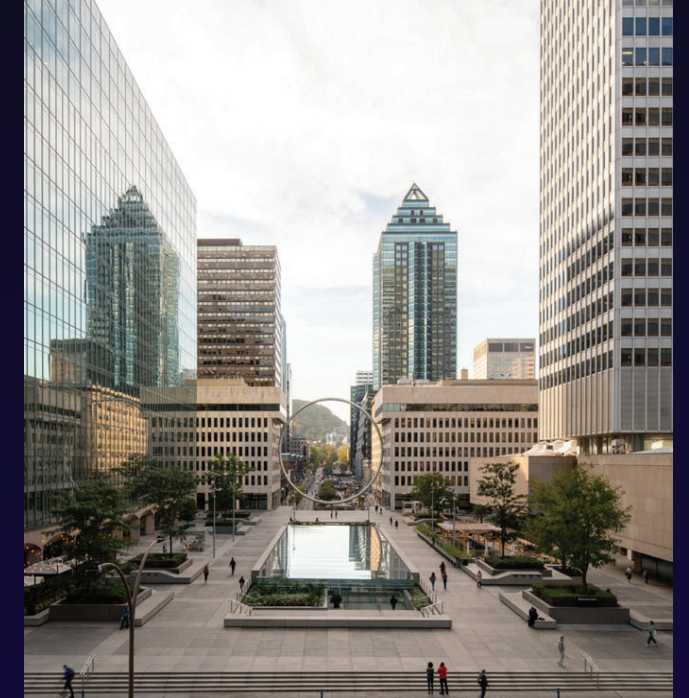
TEN YORK

Iconic luxury home experience on the harbor front



THE WELL

Innovative mixed-use village with high-end urban living



PLACE VILLE MARIE

Office and shopping complex

CAPTIVATE OFFICE



Influence decision makers during the working daypart

Engage valuable, hard-to-reach professionals on digital displays in elevators & high-traffic areas of premier office towers to influence B2B & B2C purchase decisions. Customizable onscreen solutions and advanced targeting capabilities deliver measurable results.

482 MILLION

AVAILABLE MONTHLY IMPRESSIONS

37

AVG AGE

\$104K

AVG HHI

100%

EMPLOYED

81%

UNIVERSITY GRAD

wework

powered by CAPTIVATE

Target SMBs, solopreneurs & Gen Z with unique access to co-working spaces.

Extend reach to upscale consumers at home

Stay top-of-mind with high-income shoppers & business decision makers on digital video screens in elevators and high-traffic common areas of luxury residences. **IHN Media** partnership delivers strong coverage of Vancouver market and **LuxerOne** embeds brand message in the purchase journey through interactive screens on package concierge systems.

39

AVG AGE

\$96K

AVG HHI

76%

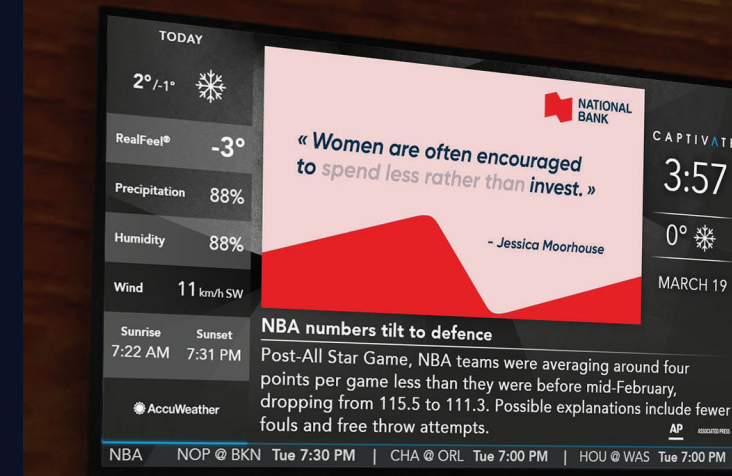
A25-54

83%

DELIVERY OF HH
PRINCIPAL SHOPPER



CAPTIVATE
RESIDENTIAL





Captivating audiences across Canada

OFFICE

482M available monthly impressions

6

CMAS

300

VENUES

2,075

SCREENS

RESIDENTIAL

3.7M available monthly impressions

10

CMAS

200

VENUES

400

SCREENS

Content that makes all the difference

CURATED CONTENT

- 160+ trusted, world-class providers
- Professional editorial team
- Curated for a premium audience
- Exclusive advertiser placement

TORONTO STAR

THE CANADIAN PRESS

THE GLOBE AND MAIL

EATER

AccuWeather

les affaires

Forbes

B/R BLEACHER REPORT

CUSTOM CONTENT COLLABORATIONS

Tailored brand partnership solutions to elevate engagement include ad formats, editorial alignments, content sponsorships, native content, gamification and more.

CAPTIVATE



Premium, video-first brand solutions

ELEVATOR DISPLAY

STANDARD AD

BOOK EARLY AND SAVE
1st CHECKED BAG FREE

CAPTIVATE
4:01
16°
OCTOBER 3

Breast Cancer Awareness Month
In one study, nearly 80% of younger women found their own breast cancer lumps. Meaning, don't be shy in giving yourself self-exams, but don't rely solely on those. Clinical breast exams are also important.

TSX Composite +447.12 ▲ | TSX Venture +12.49 ▲

BRAND INTEGRATION

We can help turn your sustainability ambitions into action.

Newer isn't always better
Using what you already have (or what someone else already has) reduces the number of resources (like water and energy) needed to create and ship new products.

GreatWest

FULL SCREEN AD

We're inemployable and ready to work.

Canadian Down Syndrome Society

LARGE FORMAT DISPLAY

Actionable investment ideas

Thomas wins The Players Championship
Justin Thomas found the right time for a near-perfect performance, rallying from three shots behind with bold play to close with a 4-under 68 and win The Players Championship.

DIRECTORY
Ameren12
Baron Aviation Services20
Drury Hotels16
H&R Block43
Lifetouch11
MFA Oil15
GoJet Airlines27
Ferrellgas15
A. G. Edwards61
Arch Coal25
Aquila, Inc45
Adam's Mark37
Cerner50
Dierbergs48
MFA Oil24
McDonald's24
Frakenslife50
Orbital Tech15

DOW 1,0934 ▲ | S&P 500 108.34 ▼ | VIX Index 1.3974 ▲

Brain, meet power.
Welcome to the most open, connected, healthcare network.

Immunity isn't vitamin C's only perk
Vitamin C is known for supporting the immune system – but that's not its only benefit. It's required for collagen synthesis, and collagen is the most abundant protein in the body.

MARKETS
DJIA (\$DOWI) 24133.78
+358.51(+1.51%)
YTD: 15.43%
S&P 500 (\$SPX) 2878.48
+41.74(+1.47%)
YTD: 10.90%
Volatility (SVIX) 33.29
2.44(-7.99%)
YTD: +141.58%

Thursday 50°/28° | Friday 41°/37° | Saturday 41°/37°

Women-owned Small Business Spotlight
Sponsored by Mastercard®

Wednesday 15° 5° Precip 4%
Thursday 17° 11° Precip 14%
Friday 17° 10° Precip 70%
Saturday 14° 7° Precip 87%
Sunday 10° 1° Precip 68%

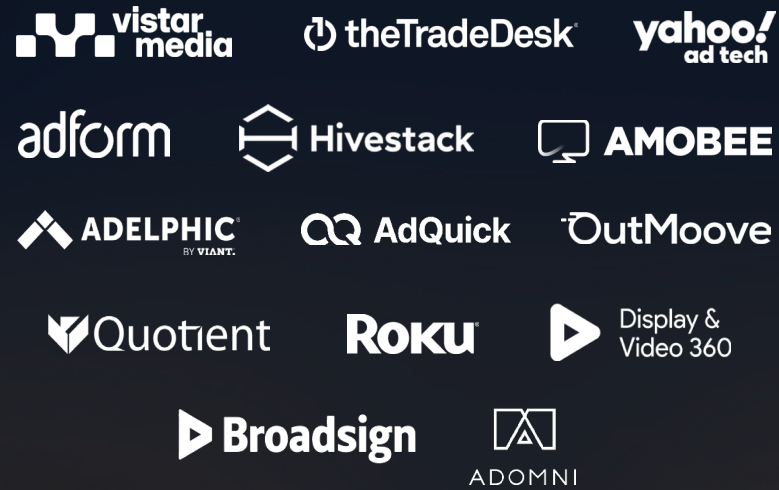
AccuWeather Mastercard.ca/SupportSmallBusiness

CAD/JPY 109.76 ▼ | CAD/MXN 13.20 ▲ | CAD/AUD 1.15 ▼

Capabilities

PROGRAMMATIC

Turnkey activation on DSP of your choice



MEASUREMENT & TARGETING

Verified audience measurement & efficient targeting provided by industry leading data partners



CROSS DEVICE

Mobile & CTV retargeting amplifies audience reach

RETARGETING OPTIONS:

Retarget Captivate Viewers

Target all users who have been exposed to Captivate

High Buying Power

Target high-value audience with HHI\$100K+ who have been exposed to Captivate

Lookalike Audience

Reach consumers who share the same traits as the campaign target audience



In good company

Air Canada Vacations

Air Transat

Amazon

American Express

Audi

Bacardi

Bell Canada

BMO

Canadian Western Bank

CBC

Chrysler

Coca-Cola

DoorDash

FNB Horizons

Franklin Templeton

Ford

Formula 1

General Motors

Google

Government of Canada

GSK

HarperCollins

Harry Rosen

Hewlet-Packard

HSBC

Hyundai

Industrial Alliance

Lego

Loblaws

Mackenzie Investments

Manulife

Mastercard

Microsoft

Molson

National Bank Financial

Ontario Lottery & Gaming

Ottawa Tourism

PayPal

Pfizer

RBC Financial Group

Ritual

Scotiabank

Shoppers Drug Mart

Shopify

Skip the Dishes

Starbucks

Square

TD Canada Trust

Toyota

Walmart

WestJet

Contact us

**Influence the Influential
with Captivate**

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Production/Traffic

spots@captivate.com