

CAPTIVATE
Influence the
Influential

MEDIA KIT | CANADA





Premier video network reaching high value audiences where they work & live

Unique access to millions in premium office towers and luxury residential properties when and where decisions are made.



100%
VIEWABLE



FRAUD
FREE



BRAND
SAFE



ACCURATE
LOCATION

Connect your brand
with an audience
like no other.

CAPTIVATE

THE
INNOVATORS

THE
NEXT-STAGERS

THE
CHANGE-MAKERS

THE
TRAVELERS

THE
BUILDERS

THE
PARENTS

THE
DECISION-MAKERS

THE
HIGH-EARNERS

Reach coveted audiences where they work & live

11
CMAs

405
VENUES

2.4K
BUSINESSES

500K
UNIQUE HOUSEHOLDS



CIBC SQUARE

Prominent modern office complex



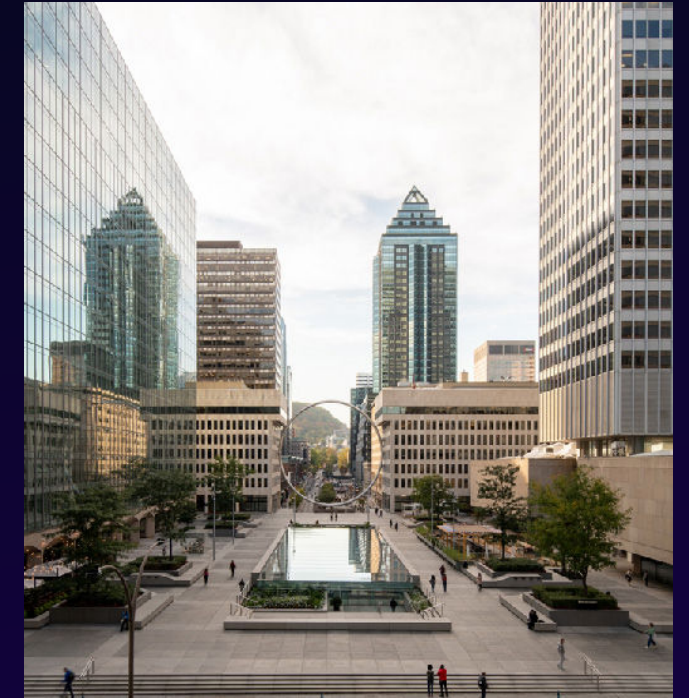
TEN YORK

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



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 measureable results.

233 MILLION
AVAILABLE MONTHLY IMPRESSIONS

34
AVG AGE

\$91K
AVG HHI

100%
EMPLOYED

76%
POST SECONDARY GRAD

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. Partnership with **LuxerOne** embeds brand message in the purchase journey through interactive screens on package concierge systems.

1.6 MILLION
AVAILABLE MONTHLY IMPRESSIONS

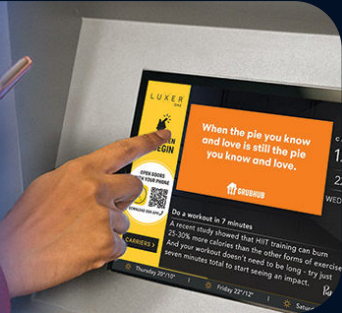
39
AVG AGE

\$79K
AVG HHI

65%
A25-54

75%
DELIVERY OF HH
PRINCIPAL SHOPPER

Embed your message in the purchase journey through our extension on interactive screens on package concierge systems.







Captivating audiences across Canada

OFFICE

11M monthly campaign impressions



RESIDENTIAL

135K monthly campaign impressions



Content that makes all the difference

CURATED CONTENT

- 200+ 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

PREMIUM AD *

BOOK EARLY
AND **SAVE**

1st CHECKED BAG FREE

CAPTIVATE

4:01

16°

OCTOBER 3

AIR CANADA VACATIONS

MAJESTIC RESORTS

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.

theSkimm

TSX Composite +447.12

TSX Venture +12.49

PREMIUM FULL SCREEN

We're inemployable
and ready to work.

Canadian
Down Syndrome
Society

BRANDED CONTENT SPONSORSHIP

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.

Greatist

We can help turn your sustainability ambitions into action.

LARGE FORMAT DISPLAY

DIRECTORY

Ameren.....12

Baron Aviation Services.....20

Drury Hotels.....16

H&R Block.....43

Lifetouch.....11

MFA Oil.....15

GoJet Airlines.....27

Ferrellgas.....15

A. G. Edwards.....61

Arch Coal.....25

Aquila, Inc.....45

Adam's Mark.....37

Cerner.....50

Dierbergs.....48

MFA Oil.....24

McDonald.....24

Frakenslife.....50

Orbital Tech.....15

iShares

Actionable investment ideas

CAPTIVATE

4:25

3°

WEDNESDAY

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.

DOW 1.0934

S&P 500 108.34

VIX Index 1.3974

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

Women-owned Small Business Spotlight

Sponsored by Mastercard®

Mastercard.ca/SupportSmallBusiness

CAD/JPY 109.76

CAD/MXN 13.20

CAD/AUD 1.15

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(+7.34%) YTD: +141.58%

barchart

Brain, meet power.

And provide doctors with actionable insights

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.

mbg

Thursday 50°/28°

Friday 41°/37°

Saturday 41°/37°

* Content alignment upgrade available

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



CAPTIVATE



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
Hewlett-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

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with Captivate**
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