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

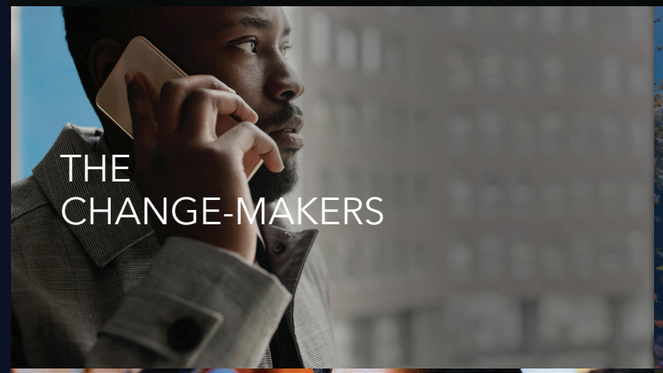
FRAUD FREE

BRAND SAFE

ACCURATE LOCATION

CAPTIVATE

Connect your brand with an audience like no other.



CAPTIVATE

Reach coveted audiences where they work & live

16
CMAs

435
VENUES

2.4K
BUSINESSES

570K
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

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 measureable results.

285 MILLION
AVAILABLE MONTHLY IMPRESSIONS

36	$92K	100%	71%
AVG AGE	AVG HHI	EMPLOYED	POST SECONDARY GRAD

SOURCE | MIQ; VIVIDATA FALL 2025 – OOH EXPOSURE TO DIGITAL SCREENS AT PLACE OF WORK (ELEVATORS OR LOBBY): ADULTS 18+

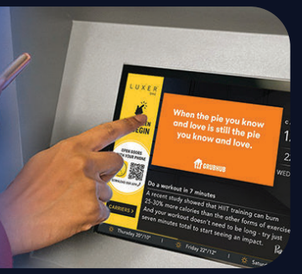
Extend reach to upscale consumers at home

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.

2.3 MILLION
AVAILABLE MONTHLY IMPRESSIONS

39	$82K	61%	77%
AVG AGE	AVG HHI	A25-54	DELIVERY OF HH PRINCIPAL SHOPPER

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



SOURCE: VIVIDATA FALL 2025 – OOH EXPOSURE TO DIGITAL SCREENS WHERE YOU LIVE (ELEVATORS OR LOBBY): ADULTS 18+

Captivating audiences across Canada

OFFICE

12.7M monthly campaign impressions

6	280	1,970
CMAs	VENUES	SCREENS

RESIDENTIAL

190K monthly campaign impressions

16	155	180
CMAs	VENUES	SCREENS

SOURCE: MIQ

CAPTIVATE

Content that makes all the difference

CURATED CONTENT

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

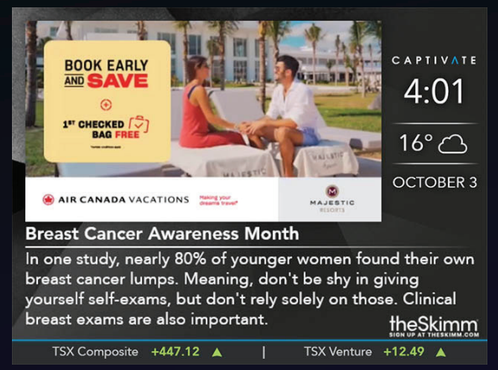
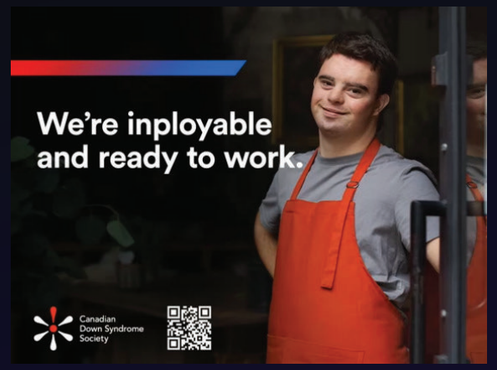
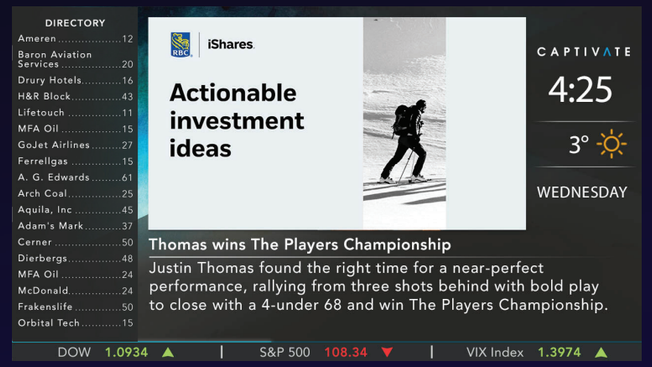
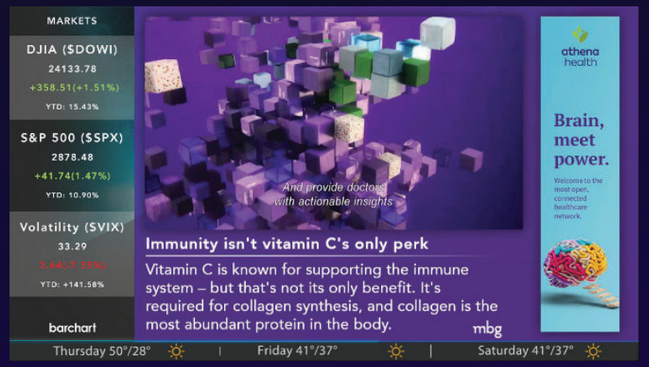
TORONTO STAR
THE CANADIAN PRESS
THE GLOBE AND MAIL
EATER
AccuWeather
les affaires
Forbes
B/R BLEACHER REPORT

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

	PREMIUM AD *	PREMIUM FULL SCREEN	BRANDED CONTENT SPONSORSHIP
ELEVATOR DISPLAY			
LARGE FORMAT DISPLAY			

* Content alignment upgrade available

CAPTIVATE

Capabilities

PROGRAMMATIC

Turnkey activation on DSP of your choice

vistar media
theTradeDesk
yahoo! ad tech
OutMoove
Hivestack
displayce
Quotient
StackAdapt
Display & Video 360
Broadsign
ADOMNI

MEASUREMENT & TARGETING

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

Alida.
COMMB
MiQ
Adelaide
GroundTruth
vividata
data axle

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
Dell
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
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

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