

Response to Administrative Inquiry – City's Purchase of Ads in Print Media

Prepared by: Strategic Communications Division, June 27, 2012
Purchases shown by Cluster/Division 2010-2012

The Toronto Sun was awarded the contract for Statutory Advertising in 2010

2010 through 2012

City Clerk (includes Elections, Protocol)
Toronto Sun National Post Metro Metroland: Parkdale Liberty Metroland: Villager/Annex Metroland: City Centre Mirror Metroland: East York Mirror Metroland: Beaches Mirror Metroland: York Guardian Metroland: Scarborough Mirror Metroland: Etobicoke Guardian Metroland: North York Mirror

Strategic and Corporate Policy
Toronto Star Toronto Sun Metro Metroland: Beaches Mirror Metroland: City Centre Mirror Metroland: East York Mirror Metroland: Etobicoke Guardian Metroland: North York Mirror Metroland: Parkdale Villager Metroland: Scarborough Mirror Metroland: Villager Annex Metroland: York Guardian Corriere Canadese (Italian) El Popular (Spanish) Korea Times Daily (Korean) L'Express (French) Philippine Reporter (Tagalog) Russian Canadian Info (Russian) Senthamarai (Tamil) Shahrvand (Farsi) Sing Tao (Chinese) Sol Portuguese (Sol Portuguese) South Asian Voice (Urdu)

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Cluster A:

Economic Development & Culture	
Includes Business Marketing, Special Events Marketing and Visitor Services Marketing. Excludes Culture Division.	
Toronto Star Toronto Sun Metro NOW Korea Times (Korean) Corriere Canadese (Italian) Hamdard Weekly (Punjabi) L'Express (French) Ming Pao (Chinese) Sing Tao (Chinese) Metroland: Beach Mirror Metroland: City Centre Mirror Metroland: East York Mirror Metroland: Etobicoke Guardian Metroland: North York Mirror Metroland: Scarborough Mirror Metroland: Parkdale Villager Metroland: Villager/Annex Metroland: York Guardian On the Go magazine 20/20 Cdn Manufacturers & Exporters magazine Applied Arts Magazine Art Papers Magazine Art Forum International Art News LLC Artvoice Azure Publishing Biotech Insights 2011 Biotechnology Focus Border Crossings Buffalo News C Magazine CA Magazine CANADIAN ART Magazine Canadian Biotechnology Industry Guide 2010 Canadian Biotechnology Industry Guide 2011 Canadian Biotechnology Industry Guide 2012 Canadian Immigrant Magazine Certified Mgmt Accountants magazine	City Bites Magazine City Parent Magazine Contact Toronto 2011/2012 Directory - Board of Trade Dart International Das Journal Design Lines Diversity Media Design Exchange 2012 Program El Popular ESPACE Sculpture Excalibur Publications EYE Weekly Fugues Fuse Magazine Gazette The Grid Hamdard Weekly Index – Toronto's Gay & Lesbian Business Directory Juxtapoz Magazine La Presse Le Metropolitan L'express Mass Art guide Maisonneuve Magazine Ming Pao MIPIM News Montreal Museum of Fine Arts Multicom Media Services National Gallery of Canada New York Village Voice Post City Magazines Post Standard Pound Magazine ReNew Canada Rochester Democrat and Chronicle RYE-EYE Publishing SCENE Magazine

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Economic Development & Culture	
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Slate Spacing Magazine Sway Taste of Life Magazine This Magazine TONight Toronto Life Varsity Magazine Vice Magazine	Village Voice Visual Arts Nova Scotia Magazine Voir Where Essentials Where Magazine XTRA

Economic Development & Culture - Museums	
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Toronto Star Globe and Mail Metroland Newspapers: North York Mirror Villager/Annex Etobicoke Guardian City Centre Mirror York Guardian Beach Mirror East York Mirror Parkdale Villager Scarborough Mirror Akimbo Attractions Ontario Bookstore Press City Parent Excalibur York University paper Free Daily Newspaper Inc Kidding Around Communications	Korea Times Daily Help! We've Got Kids Ming Pao NOW Magazine Option Art Pegasus Publications Inc. Sing Tao Spacing Magazine Spafax Canada St.Joseph Media Sway Magazine (African Canadian) The Grid The Little Paper The Varsity U of T newspaper TO Tonight Toronto Public Library Toronto Symphony toronto4kids WholeNote Media Inc.

Employment and Social Services
Toronto Star Toronto Sun

Long Term Care Homes & Services
Daily Commercial News

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Parks Forestry and Recreation
Toronto Star Toronto Sun Metroland: Scarborough Mirror Metroland: Beach Mirror Metroland: North York Mirror Score Golf

Public Health	
Toronto Star 24 Hours Metro NOW Ontario Medical Review Ontario Pharmacists Assos. The Grid Metroland Newspapers: York Guardian Scarborough Mirror City Centre Mirror Villager/Annex East York Mirror Beaches Mirror Etobicoke Guardian North York Mirror Parkdale Liberty Baker's Journal Cineplex - Famous Magazine City Parent Fabricare Canada Food in Canada Novine Pakeeza (Urdu) Philippine Reporter (Tagalog) Pride News Magazine (English) Punjab Star (Punjabi) Punjabi Post (Punjabi) Russian Canadian Info (Russian) Senthamarai (Tamil) Shahrvand (Farsi) Ajit Weekly (Punjabi)	Akkad (Arab) Ambassador Arab News International (Arab) Canadian City Post (Chinese) Canadian Punjabi Post (Punjabi) Caribbean Camera (English) Correo Canadiense (Spanish) Corriere Canadese (Italian) Divya Bhaskar (Gujarati) Eastern News (Urdu) El Popular (Spanish) Filipiniana News (Tagalog) First Nations Drum (English) Ghanian Press Gujarat Abroad (Gujarati) Gujarati Express (Gujarati) Hindi Times (Hindi) Immigrant Post (English) Kanadasky Slovak (Slovak) Korea Times Daily (Korean) L'Express (French) Ming Pao (Chinese) Nigerian Canadian News Nove Ilhas Share (English) Sing Tao (Chinese) Sol Portuguese (Portuguese) South Asian Vooice (Urdu) Thoi Bao (Vietnamese) Uthayan (Tamil) Vatan News (Gujarati) Wiadomosci (Polish)

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Cluster B:

Animal Services	
Toronto Star Metro Dog Basics Pets and Animals Magazine Today's Parent Magazine Breed Rescue Directory Metroland: North York Mirror Metroland: York Guardian	Metroland: Parkdale Liberty Metroland: Etobicoke Guardian Metroland: Villager/Annex Metroland: East York Mirror Metroland: City Centre Mirror Metroland: Scarborough Mirror Metroland: Beaches Mirror Metroland: Parkdale Villager

City Planning	
Toronto Star NOW Metroland: North York Mirror Metroland: York Guardian Metroland: Parkdale Liberty Metroland: Etobicoke Guardian	Metroland: Villager/Annex Metroland: East York Mirror Metroland: City Centre Mirror Metroland: Scarborough Mirror Metroland: Beaches Mirror Metroland: Parkdale Villager

Policy, Planning, Finance & Administration	
Toronto Star Toronto Sun Beach Metro Bluffs Monitor Liberty Gleaner Metro Metroland: Beaches Mirror Metroland: City Centre Mirror Metroland: East York Mirror Metroland: Etobicoke Guardian Metroland: North York Mirror Metroland: Parkdale Villager Metroland: Scarborough Mirror Metroland: Villager/Annex Metroland: York Guardian Metroland: North Toronto Town Crier	Metroland: York Guardian Metroland: North Toronto Town Crier NOW Magazine SNAP: Beaches SNAP: North Toronto The Bulletin Corriere Canadese (Italian) El Popular (Spanish) Gujarat Abroad (Gujarati) Ming Pao (Chinese) Russian Canadian Info (Russian) Senthamarai (Tamil) Sing Tao (Chinese) Sol Portuguese NOW 24 Hours Taxi News Town Crier: Forest Hill, Leaside

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Solid Waste Management	
<p>Toronto Star Toronto Sun Globe and Mail Daily Commercial News Metro NOW T.O. Night Town Criers LakeshoreVillagers The Grid Beach Metro Kingsway Korner Bluffs Monitor Nove Ilhas Metroland: North York Mirror Metroland: York Guardian Metroland: Parkdale Liberty Metroland: Etobicoke Guardian Metroland: Villager/Annex</p>	<p>Metroland: East York Mirror Metroland: City Centre Mirror Metroland: Scarborough Mirror Metroland: Beaches Mirror Metroland: Parkdale Villager Corriere Canadese (Italian) Correo Canadiense (Spanish) El Popular (Spanish) Ming Pao (Chinese) Philippine Reporter (Tagalog) Russian Canadian Info (Russian) Senthamarai (Tamil) Shahrvand (Farsi) Sing Tao (Chinese) Sol Portuguese (Portuguese) South Asian Voice Zwiaskowiec</p>
Technical Services	
<p>Daily Commercial News</p>	
Toronto Environment Office	
<p>24 Hours NOW Magazine Building Strategies Canadian Roofing Contractor Corporate Knights Metro Metroland Newspapers: Scarborough Mirror North York Mirror Etobicoke Guardian East York Mirror Beaches Mirror York Guardian City Centre Moment</p>	<p>Parkdale Village Villager/Annex Corriere Canadese (Italian) El Popular (Spanish) Hindi Times (Hindi) Korea Times Daily (Korean) Ming Pao (Chinese) Philippine Reporter (Tagalog) Russian Canadian Info (Russian) Senthamarai (Tamil) Shahrvand (Farsi) Sing Tao (Chinese) Sol Portuguese (Portuguese) South Asian Voice (Urdu) Uthayan (Tamil)</p>

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Transportation
Daily Commercial News Russian Canadian Info Corriere Canadese El Popular Ming Pao Sol Portuguese

Transportation – Public Realm	
Toronto Star Toronto Sun Metro Toronto 24 Hours Eye Now Scarborough Mirror North York Mirror	Etobicoke Guardian East York Mirror Beach Mirror York Guardian Bloor West/Annex City Centre Moment Parkdale Liberty Villager

Toronto Water (includes Stormwater Management)	
Toronto Star Toronto Sun Metro Toronto Daily Commercial News Scarborough Mirror North York Mirror Etobicoke Guardian East York Mirror Beach Mirror York Guardian	Bloor West/Annex City Centre Moment Parkdale Liberty Villager MingPao (Chinese) Thamilar Senthamarai (Tamil) Corriere Canadese (Italian) Sol Portuguese (Portuguese) El Popular (Spanish) Russian Canadian Info (Russian)

Cluster C:

Financial Planning	
Globe and Mail National Post Toronto Sun Toronto Star Daily Commercial News Metro Corriere Canadese (Italian) El Popular (Spanish)	Metroland: North York Mirror Metroland: York Guardian Metroland: Parkdale Liberty Metroland: Etobicoke Guardian Metroland: Villager/Annex Metroland: East York Mirror Metroland: City Centre Mirror Metroland: Scarborough Mirror

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Financial Planning	
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Real Estate Services
Toronto Sun