

TOP TORONTO DEALS

Partnership & Media Kit

@toptorontodeals • toptorontodeals.com • 106,928 Followers

About the Account

Top Toronto Deals is a daily-deals and savings account reaching the Toronto & GTA community with food, tech, shopping, and travel finds. The account is known for delivering real, verified savings — a trust-first brand built around helping followers save money every week.

 **Saving followers \$200+ every single week**

Account Snapshot (Last 30 Days)

106,928 TOTAL FOLLOWERS	+1.9% FOLLOWER GROWTH (30d)	176,673 ACCOUNTS REACHED	820,126 TOTAL VIEWS
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47,361 INTERACTIONS (30d)	~44% MONTHLY INTERACTION RATE	51.1% NON-FOLLOWER REACH	339K REEL VIEWS (30d)
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Nearly half of all accounts reached are non-followers — meaning content consistently pulls in new audiences, not just repeat viewers. This makes the account a strong discovery channel for partner brands, not just a retention play.

Audience Demographics

Top Locations

City	% of Audience
Toronto	16.3%
Hamilton	3.8%
Mississauga	3.2%
Vaughan	2.9%
Ottawa	2.7%

Gender & Age

Gender	% of Audience
Women	80.0%

Gender	% of Audience
Men	20.0%

Age Range	% of Audience
18–24	15.1%
25–34	33.6%
35–44	26.1%
45–54	15.9%
55–64	6.1%

~60% of the audience falls in the prime 25–44 spending-power demographic.

Content Performance

Performance is shown across three tiers for full transparency — typical day-to-day content, organic viral content, and peak campaign performance (giveaways & brand partnerships). This range reflects real results, not best-case cherry-picking.

Tier 1 — Typical Post Performance

Reflects average, everyday content — the realistic baseline to expect from a standard post.

Post	Performance
Ripley's Aquarium (partnership)	21,600 views · 112 comments
FREE Desserts list	13,600 views · 47 comments
Krispy Kreme deal	9,900 views · 48 comments
Dairy Queen deal	8,000 views · 68 comments
Burger King deal	8,100 views · 20 comments

Tier 2 — Organic Viral Content

Non-sponsored, non-giveaway content that broke out organically — demonstrates genuine content resonance and high share/save rates.

Post	Performance
Ultimate Birthday Freebie List	115,795 views · 74,177 reach · 4.7K shares · 3.8K saves
Ultimate Birthday Freebie List (Updated)	104,480 views · 69,340 reach · 3.4K shares · 3K saves

Notably, shares outpaced likes on both posts — a strong signal that followers found the content valuable enough to actively pass along, not just passively engage.

Tier 3 — Peak Campaign Performance (Partnerships & Giveaways)

Demonstrates ceiling performance when paired with a partnership or giveaway mechanic.

Campaign	Performance
Brand Partnership Post	80,500 views · 1.4K likes · 5.4K comments · 1.3K shares (7.6% engagement rate)
Giveaway Campaign #1	84.0K likes · 554.6K comments · 5.7K saves
Giveaway Campaign #2	251,512 views · 31,118 interactions · 8,807 profile visits
Giveaway Campaign #3	172,542 views · 98,925 accounts reached · 1,663 new followers

Note: Tier 3 results reflect peak/best-case performance under specific campaign mechanics (giveaways, partnerships) and are not guaranteed for every post. Tier 1 reflects the realistic average to expect.

Content Categories

- 🍔 Food & Restaurant Deals
- 🛍️ Shopping & Retail Discounts
- 💻 Tech Deals
- ✈️ Travel Finds
- 🎁 Freebies, Giveaways & Contests

Partnership Options & Rate Card

Format	Starting Rate (CAD)
Instagram Story (single)	\$150 – \$250
Story Set (3–5 frames)	\$200 – \$400
Standard Feed Post / Reel	\$300 – \$600
High-Engagement Reel (deal-roundup style)	\$600 – \$1,000
Giveaway Collaboration	\$1,500 – \$3,000+
Bundle (Reel + Story Set)	Custom — contact for pricing

Rates are tied to realistic, typical performance for each format (see Tier 1 data above), with premium pricing for formats that have demonstrated viral or campaign-level reach (Tiers 2 & 3). This ensures pricing reflects real expected results, not best-case performance. Local Toronto/GTA businesses inquire for custom small-business rates.

Let's Work Together

Toronto & GTA's trusted source for real, verified savings — reaching an engaged, high-intent audience of deal-seekers every day.

 **Instagram:** @toptorontodeals

 **Website:** toptorontodeals.com

 For partnership inquiries, please reach out via Instagram DM or the contact form on our website.