



The Ultimate Guide to Wedding DJ Pricing in the GTA

Planning a wedding in the GTA can be crazy. Since this is probably the first wedding you've ever planned, it's hard to know where to begin!

On top of that, you have to figure out how much it costs to get what you want without blowing your budget and wedding pricing in Toronto and The GTA is all over the map!

How do you figure out how much it should cost for a wedding DJ?

The first thing you need to do is educate yourself about prices in your market. So give yourself a pat on the back for doing the smart thing by reading this report. :)

If I were you, I'd be asking myself, "Why should I listen to YOU?"

It's a good question! So let me introduce myself.

My name is Marc Ainsworth from [MargA Productions/Wedding DJs Toronto](#) I started playing music for others in 1986 so I've been a DJ for most of my life. Since deciding to venture into the wedding side of things in 2014 I've personally rocked over 75 awesome weddings.

I know how much it costs to get a great wedding entertainer and where you can afford to cut corners.

I've also talked to brides and grooms who didn't invest in hiring the right DJ...and lived to regret it.

After seeing so many of my couples overwhelmed and frustrated over wedding costs, I just HAD to do something about it!

There are wedding DJs in every price range.

I'm not here to "sell" you on my business. I know what I do is amazing ([my happy couples agree](#)), but I'm not for everyone.

You deserve to know the truth about wedding DJ pricing.

I'm here to help you make an informed decision about what's right for you.

Wedding DJ Pricing in Toronto and the Greater Toronto Area

According to The Wedding Report, couples spend up to \$5,000 or more on their wedding entertainment.

The average couple in Toronto spends around \$911 on their wedding DJ.

But that number only tells HALF the story. The "average" figure includes couples who elope with a justice of the peace and spend nothing, as well as those who hire celebrity DJs costing \$5,000.

There are 3 price ranges for wedding DJs in our market:

#1 – Bargain DJs Under \$700

#2 – Average DJs \$701 - \$1,000

#3 – Wedding Specialist DJs \$1,100 and Up

Let's explore what you can typically expect in each of these ranges.

BARGAIN DJS

Obviously, there may be exceptions in each of these categories but in general...

Bargain DJs are:

- Less experienced
- Working part-time
- Focus on quantity, not quality

Most bargain DJs are amateurs or hobbyists or just starting out. They have a regular "day job" and provide wedding entertainment on the side.

They may be truly passionate about what they do, but they often aren't as easy to reach, their communication is less reliable, and they may not be available for meetings and phone calls as much as you'd like.

Some of these are new DJs who don't know how to speak well on the microphone or who "spin" at local clubs. They often have very little experience with weddings.

You'll typically find mixed reviews of these DJs as their performance tends to be inconsistent. You may catch a good one on a good day but then again, you might not.

Some of these DJs are working full-time offering a budget service. I call these “fast food” entertainment companies.

These DJs focus on QUANTITY of weddings, rather than delivering QUALITY service. Their performance tends to be more standardized and lacking in personalization because of the need to serve lots of couples with a minimum investment of time to make money.

It's kind of like going to MacDonalD's. They focus on feeding people as quickly and efficiently as possible. Get 'em in, get 'em out.

Will you get what you order? Sure.

Is it going to be a gourmet meal? Not a chance.

AVERAGE DJS

The DJs in the average price range tend to have a bit more experience, education and better reviews.

Average wedding DJs:

- Are more reliable and consistent.
- Play music and make simple announcements.
- Have decent reviews.

These wedding DJs tend to take their businesses more seriously. Most of them are full-time or on the way there.

They show up on time (usually), play music and offer the standard MC services.

Often these average DJs entertain for all kinds of events, including weddings. They also do bar mitzvahs, birthday parties, high school reunions, corporate events, proms and karaoke events.

They aren't wedding specialists, so they may not be experienced or equipped to deliver top notch service that's catered for a wedding.

They're more like an Applebee's. It's standard, average food. You have more opportunities for customization, but it's still not going to be a gourmet meal.

As the average price suggests, you can expect pretty average service but you usually get what you want and at a fairly professional level.

WEDDING SPECIALIST DJS

Now we come to the wedding specialists.

If your entertainment is important to you, these guys and gals are the cream of the crop.

There's a reason these entertainers cost more.

Wedding Specialist DJs have LOTS of experience.

They've personally performed for hundreds of weddings and have decades of experience.

These DJs invest in regular training in voice over work, mixing, music production, improv, comedy and more.

They buy the best equipment -- in fact, many of them are addicted to the coolest new lights and audio gear (ask how I know that?) -- and practice weekly to keep their skills sharp.

They attend industry events to learn more about weddings and what's happening in the DJ world. They often belong to DJ associations like the CDJA, CPDJA and take classes to improve on a regular basis.

Some of them are musicians and trained audio engineers (like me) with college degrees in a music background. They know music intimately and it translates to smooth, creative mixes and an enhanced ability to read the crowd and keep the dance floor rocking.

Wedding specialist DJs charge a premium because they deliver a premium service.

Expect things like:

- Custom mixes
- Extended Grand Entrance introductions
- Stunning light shows
- Master level speaking skills
- Creative ideas and customization

Many of these wedding specialists also offer additional services such as photo booths and even help coordinate the wedding.

They understand that their role is about so much more than playing good music; their job is to make sure everything goes smoothly.

You'll find nothing but 5 star reviews of these wedding specialists for good reason. They deliver.

It's like eating at the restaurant of a famous 5 Star Chef. You can expect the highest level of skill, professional service and attention to detail at every step of the way.

I would put myself and [MargA Productions](#) within the Average and Wedding Specialist categories depending on what is required at any given event.

The REAL Price of a Wedding DJ

At first, it seems like the least expensive option is the best way to go. That's the best way to save money, right?

Sometimes going cheap can be a good idea if you are on a very tight budget, but it can also lead to a wedding disaster.

The first question to ask yourself is, "How important is the wedding entertainment to YOU?"

If you end up with a low quality or unreliable DJ, is that acceptable?

Will you still have the wedding you want without it?

Is saving some money worth the risk?

If it's not that important that you get EXACTLY what you want delivered precisely to your standards, hiring a low-priced wedding DJ might be a good idea.

You'll probably find someone who shows up, plays music and gets the job done to at least an average level.

On the other hand, if NOT having amazing entertainment that keeps your guests dancing all night long is going to be something you'll regret, it makes sense to invest more in someone who can deliver exactly what you want.

Why the Cheapest Isn't Always a Bargain

Here's something some other wedding DJs won't tell you:

The cheapest price isn't always the best value.

Some DJs charge a very low starting rate that doesn't include most of what you'll want for your wedding.

For example, the package might cost only \$500 but it doesn't include lighting, cocktail music, a 2nd system for ceremony music or a wireless mic for the ceremony. By the time you add that on, you're paying \$1,500!

You're probably going to want some up-lighting and background music for your cocktail hour. Make sure you know the REAL price that includes all these things.

Sometimes it's actually better value to go with a more expensive package.

Here are some questions to ask a potential wedding DJ to learn about the value of his/her offers:

- How much and what type of experience do you have?
- How many weddings have you performed for?
- Do you have a background or training in music?
- May I speak to couples who've hired you?
- What will you do if my guests don't dance?

Most of the couples I meet spend at least \$1,200 - \$1,600 on their wedding entertainment to get the quality they want.

You deserve a wedding day that's exactly how you want it to be. It's my job to ask questions, listen and make your dream wedding a reality.

You should hear the songs you love -- and none of the ones you hate! -- and your guests should be dancing all night long. Your wedding should entertain ALL your guests, from your friends to your grandparents.

And above all, your wedding should be totally “you.”

Your style, your personality, your love story. Nothing cookie-cutter about it.

You should never have to suffer through any obnoxious, corny DJ who steals the spotlight or plays cheesy songs you hate.

What Do You Get For the Price?

There’s obviously a lot involved in hiring the right wedding DJ for you. This report should point you in the right direction.

However, I’m happy to answer any questions you might have.

If you’re only interested in the lowest price, I’m probably not the guy for you.

But if you’d like to know more about what you REALLY get for the price, let’s talk!

Call or text me at (647) 283-5876 or email me at marc@weddingdjtoronto.ca to set up a free entertainment consultation.

We’ll meet and grab a coffee or a couple beers, and find out if I’m the right match for your wedding.

Good luck with your planning!

Marc Ainsworth



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