



# S

*STYLE &  
FASHION*

[sstylemagazine.com](http://sstylemagazine.com)

**2015 MEDIA KIT**

**LUSH LIFESTYLE.  
SOPHISTICATED AUDIENCE.**

*S/Style & Fashion* is a luxury lifestyle magazine for the discerning Canadian woman. The publication covers the latest in fashion, beauty, arts, culture, travel, décor and wellness. Our contributors are leading Canadian and international writers and photographers who bring a sophisticated sensibility to global trends.

**S/STYLE & FASHION READERS:**

- Female:Male 82:18
- Average age: 42
- Average HHI: \$159,530

*S/Style & Fashion* delivers the ideal National audience: Our direct, targeted circulation arrangement with the *Saturday National Post*, *Vancouver Sun*, *Montreal Gazette* and *National Post Calgary & Edmonton* top fsa's. Air Canada Lounges, select newsstands, VIP events, retail, salons, spas and 5-star hotels as well as exclusive partners guarantees you'll reach affluent, intelligent and stylish Canadian women.

**CIRCULATION:**  
95,000

National-Major Markets



# 2015 RATES, DATES AND SPECIFICATIONS

## CIRCULATION: 95,000

### Targeted Circulation Channels

<b>Toronto (Saturday National Post Home Delivery Top fsa's)</b>	46,000
<b>Vancouver (Vancouver Sun)</b>	15,000
<b>Calgary/Edmonton (National Post)</b>	8,000
<b>Montreal (Montreal Gazette)</b>	7,000
<b>Newsstand</b>	10,000
<b>Air Canada First Class Lounges</b>	3,000
<b>Events/Sampling</b>	6,000

## ADVERTISING DATES 2015

Issue	Release date	Material date	Booking deadline
Spring	April 11	March 9	March 2
Summer	June 13	May 8	May 1
Fall	September 12	August 13	August 6
Winter/Holiday	November 21	October 19	October 13

## ADVERTISING RATES (NET)

	1x	2x	4x
DPS	26,000	25,000	23,500
Full page	16,000	15,000	13,500
IFC (DPS)*	33,000	32,000	30,500
OBC*	22,000	21,000	19,500
IBC*	18,000	17,000	15,500
Scent strip	16,500	16,000	15,000

Multiple page executions available. Contact your Account Manager for rates.

\*Covers non cancellable  
Cancellations will not be accepted within 14 days of the Booking Deadline.

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## EDITORIAL CALENDAR

**SPRING:** A strong focus on the most significant fashion and beauty trends, as well as watches and jewellery that define 2015. Plus, indulge in luxury travel, like Croatia's Dalmatian Coast, and uncover contemporary designs in home décor.

**SUMMER:** Handbags and accessories take centre stage. Refresh your beauty regime with the latest skincare saviours. Unwind at one of the world's most exclusive rooftop pools and discover delectable fine dining fare.

**FALL:** The art of fall fashion is pages of seasonal must-have coats, knitwear, boots and handbags. Meet the opulent vehicles of 2015 and the sophisticated destinations to drive them. A detailed fragrances report complements the new season.

**WINTER/HOLIDAY:** Holiday glamour comes alive with a carefully curated gift guide. Prestigious jewellery, timepieces and more encompass all aspects of sophistication. Refined eveningwear and seasonal arts and cultural happenings are celebrated.

## SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 10pt
Paper	Coated 120M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	9"w x 10.875"h
Type safety	8.5"w x 10.375"h
DPS trim size	18"w x 10.875"h
DPS type safety	17.5"w x 10.375"h
Bleed	.125"