

2014 MEDIA KIT



INDULGENCE • FINE LIVING • TRAVEL • LUXURY • CULTURE • FASHION • FOOD/DINING • ARCHITECTURE AUTOMOTIVE • WATCHES • LEISURE • JEWELLERY • WELLNESS • STYLE • BEAUTY • PERSPECTIVE • CELEBRITIES

S STYLE MAGAZINE.COM

PREMIUM AUDIENCE. PREMIUM ENVIRONMENT.

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*

*Star FSA data by subscription delivery

S-Style & Fashion delivers the ideal audience: Our direct, targeted circulation arrangement with the Toronto Star, Sunday NY Times top fsa's, select newsstands, retail, salons, spas and 5-star hotels as well as exclusive partners guarantees you'll reach affluent, intelligent and stylish Canadian women.

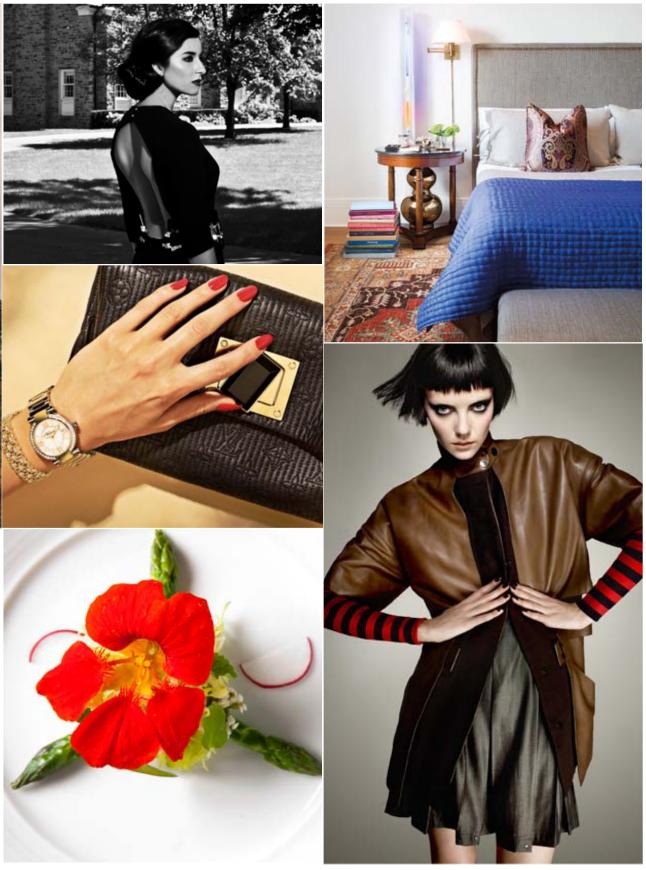
CIRCULATION: 105,000

National-Major Markets











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Targeted Circulation Channels		
Toronto Star/Sunday NY Times top fsa's	47,000	
Vancouver (Vancouver Sun)	15,000	
Calgary/Edmonton (National Post)	8,000	
Montreal (Montreal Gazette)	7,000	
Newsstand	12,000	
Air Canada First Class Lounges	3,000	
Retail, Salon, 5-Star Hotels, Mailing	7,000	
Sampling	6,000	

ADVERTISING DATES 2014

Issue	Release date	Material date	Booking deadline
Spring	April 9	March 7	February 28
Summer	June 10	May 13	May 5
Fall	September 4	August 11	August 1
Holiday	November 19	October 20	October 10

ADVERTISING RATES (NET)

1x	2x	4x
26,000	25,000	23,500
16,000	15,00	13,500
33,000	32,000	30,500
22,000	21,000	19,500
18,000	17,000	15,500
16,500	16,000	15,000
	26,000 16,000 33,000 22,000 18,000	26,000 25,000 16,000 15,00 33,000 32,000 22,000 21,000 18,000 17,000

Multiple page executions available with signifigant page rate savings.

*Covers non cancellable

Cancellations will not be accepted within 14 days of the Booking Deadline.

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MATERIALS

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EDITORIAL CAL<u>ENDAR</u>

SPRING: Key look at runway trends. Spring beauty report. Top travel destinations. The latest in culture, art, decor and food.

SUMMER: Insiders look at the best in art, food, decor, health and culture. How to wear runway beauty trends. Leading cars of the season. Extravagant travel getaways and accessories.

FALL: Luxurious outerwear and jewellery. Top travel hotspots. Fall beauty guide. The best is decor, art, food, health and culture.

WINTER: Lavish holiday retreats. Fashionable gifts—fragrances, decor, and the most coveted accessories. Holiday make-up. What to wear in the hottest cars.

> Call your account manager for updated issue information.

SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 7pt
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 trim size DPS type safety	18"w x 10.875"h 17.5"w x 10.375"h

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