



**STYLE & FASHION**



**2014 MEDIA KIT**

SSTYLEMAGAZINE.COM

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## PREMIUM AUDIENCE. PREMIUM ENVIRONMENT.

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*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.

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### S-STYLE & FASHION READERS:

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

\*Star FSA data by subscription delivery

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*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.

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**CIRCULATION:**  
105,000

National-Major Markets



# S 2014 RATES, DATES AND SPECIFICATIONS

As of May 1, 2013

## CIRCULATION: 105,000

### Targeted Circulation Channels

<b>Toronto Star/Sunday NY Times top fsa's</b>	47,000
<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>	12,000
<b>Air Canada First Class Lounges</b>	3,000
<b>Retail, Salon, 5-Star Hotels, Mailing</b>	7,000
<b>Sampling</b>	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
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 with significant page rate savings.

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

## FTP INFO

**Server:**  
ftp.contempomedia.ca

**Password:**  
magazine

**User:**  
u47984294-upload

**Folder:**  
S Style and Fashion

## MATERIALS

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## EDITORIAL CALENDAR

**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 type safety	17.5"w x 10.375"h
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