

MEDIA KIT



SSTYLE MAGAZINE.COM

# LAVISH LIFESTYLE. EXCEPTIONAL 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* 

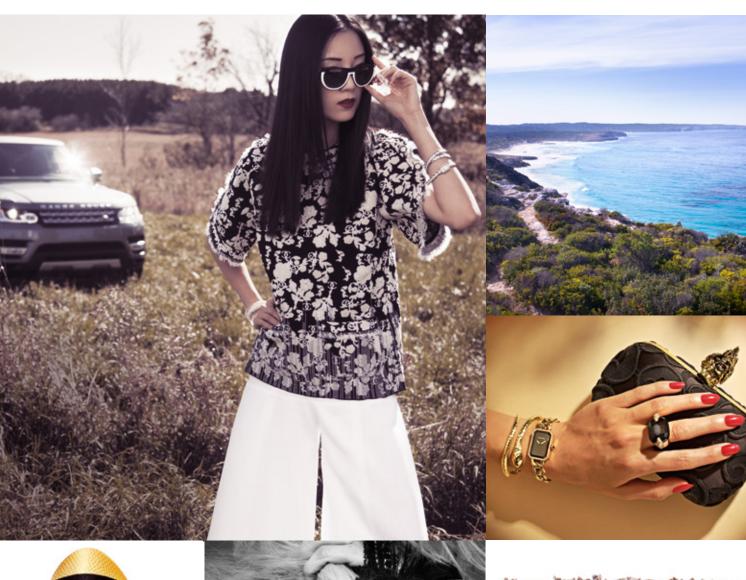
• Average age: 42

• Average HHI: \$159,530

S-Style & Fashion delivers the ideal National audience: Our direct, targeted circulation arrangement with the Sunday NY Times in the Toronto Star, 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:** 105,000

National-Major Markets











## **CIRCULATION: 105,000**

**Targeted Circulation Channels** 

Toronto (Sunday NY Times/Toronto Star 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	
Full page	16,000	15,000	13,500	
DPS	26,000	25,000	23,500	
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.				

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

S Style and Fashion

### **FTP INFO**

**Server:** Password: ftp.contempomedia.ca magazine

User:

**User:** u47984294-upload

# 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 12pt
Paper	Coated 120M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	9"w x 10.875"h
Full page trim size  Type safety	9"w x 10.875"h 8.5"w x 10.375"h
Type safety	8.5"w x 10.375"h
Type safety  DPS trim size	8.5"w x 10.375"h 18"w x 10.875"h

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<sup>\*</sup>Covers non cancellable