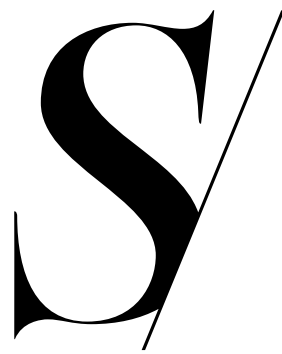




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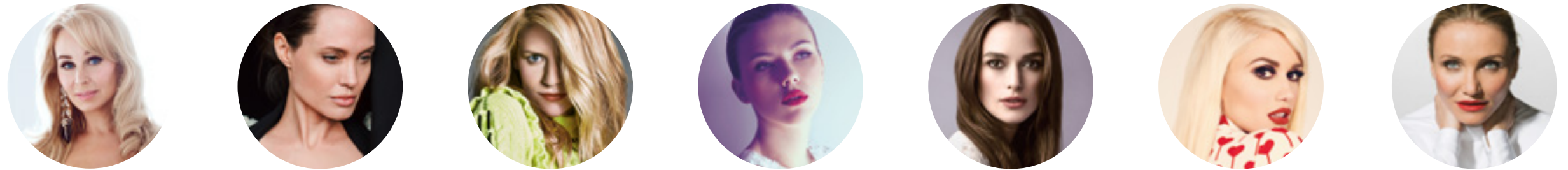


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**LUSH LIFESTYLE.  
SOPHISTICATED AUDIENCE.**

*S/ Magazine* caters to women with sophisticated tastes from aspirational to affluent and everything in between. Our readers are passionate about, and have a deep understanding of, quality, brands and trends, their tastes are shaped by a desire to live a sophisticated lifestyle. *S/ Magazine* is a refined and cultivated resource that satiates their appetite for well-researched, global perspectives on fashion, beauty, design, the arts and entertainment.

**AFFLUENT,  
ESTABLISHED READERS:**

- Female:Male 85:15
- Age: 25-54 : 65%
- Average HHI: \$216,468

\*EnviroNics Mascom Reader Study 2015

**MAJOR MARKET FOCUS  
TORONTO, VANCOUVER, MONTREAL**

*S/ Magazine* delivers the ideal 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  
READERSHIP: 712,500**







# 2017 RATES, DATES, & SPECIFICATIONS

## CIRCULATION: 95,000

Major Market Focus Toronto, Vancouver, Montreal  
Targeted Circulation Channels

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

## ADVERTISING DATES 2017

Issue	Release date	Material date	Booking deadline
Spring	March 23	March 3	February 24
Summer	May 25	April 28	April 21
Fall	September 7	August 11	August 4
Winter/Holiday	November 16	October 20	October 13

## ADVERTISING RATES (NET)

	1x	2x	4x
DPS	27,605	26,575	24,925
Full page	16,995	15,965	14,420
IFC (DPS)*	35,000	33,990	32,340
OBC*	23,380	22,350	20,700
IBC*	19,055	18,025	16,480
Scent strip	17,500	17,000	16,000

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.

## FTP INFO

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magazine  
**Folder:**  
S Style and Fashion

## MATERIALS

**Contempo Media Inc.**  
372 Richmond St West, Suite 111  
Toronto, Ontario, M5V 1X6  
Phone: 416.591.0093 Fax: 888.702.4064

**Evan Sue-Ping**  
Sr. Production Manager  
416.591.0093 x 234  
evan.sue-ping@contempomedia.com

## CONTACT INFORMATION

### Advertising

**John McGouran**  
Publisher & President  
416.258.8538  
john.mcgouran@contempomedia.com

**Courtney Kelly**  
Account Manager  
647.203.3593  
courtney.kelly@contempomedia.com

**Molly Leathem**  
Operations Manager  
416.591.0093 x 221  
molly.leathem@contempomedia.com

**Ryan Moleiro**  
Sr. Account Manager  
416.854.3619  
ryan.moleiro@contempomedia.com

**Vincent Noël**  
Quebec Regional Manager  
514.566.6874  
vincent@contempomedia.com

### Editorial

**Michael La Fave**  
Editorial and Creative Director  
647.308.5397  
michael.lafave@contempomedia.com

**Kristen Vinakmens**  
Editor-in-Chief  
416.591.0093 x 214  
kristen.vinakmens@contempomedia.com

## EDITORIAL CALENDAR

**SPRING:** Discover the fashion and beauty that will define 2017. From stunning timepieces to the latest handbags as well as hair and makeup trends, our editors curate this season's must-have items. Plus, uncover this year's hottest travel locales.

**SUMMER:** Have your best summer ever. S/ editors select the top art exhibitions from around the globe, and the stylish travel accessories to take on your summer vacation. Our beauty skin care package reveals products to protect your skin from the sun.

**FALL:** Rejuvenate your home, your closet and your life. The art of living well is examined as we feature inspirational international architecture, groundbreaking beauty routines, and the top fall runway fashions to look and feel your best.

**WINTER/HOLIDAY:** From fashion to tech, the S/ Wish List is the definitive guide to the most coveted items of the year. Ensure all eyes are on you this party season with gorgeous gowns and the red-carpet-ready makeup to look the part.

## 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"

\*For DPS creative, please allow .125" safety on either side of the gutter for all critical type and images.