



S/VOLUME, launching in Fall 2017, will be the ultimate evolution of **S/MAGAZINE** – Canada’s leading fashion, beauty and lifestyle publication for sophisticated women. This beautifully curated book will challenge the world’s top creative talents to be provocative, inspiring and to craft every page and every image as a stand-alone work of art.

Sweeping visuals will bring life to the most covetable fashions, accessories, beauty, art and destinations in an environment unrivalled in its originality and appeal. Targeting women who revel and luxuriate in the splendour of high-end print, **S/VOLUME**, will offer a uniquely compelling experience that announces the latest trends yet will be enjoyed for years to come as a cherished artifact.

S/VOLUME

2017 RATES, DATES, & SPECIFICATIONS

CIRCULATION: 35,000

Ontario	19,500
British Columbia	7,500
Quebec	2,000
Alberta	1,000

ADVERTISING DATES 2017

Issue	Release date	Material date	Booking deadline
Fall/Winter	Oct 13	Sept 13	Sept 6

ADVERTISING RATES (NET)

DPS	15,500
Full page	8,350
▼ Premium Positions ▼	
IFC (DPS)*	23,250
IBC (DPS)*	18,600
OBC*	14,500
1st spread	20,150
2nd spread	19,375
3rd spread	18,600
4th spread	17,050
TOC 1	10,020
TOC 2	9,185
Editor’s Letter	10,020

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

MARKETING

Each edition of **S/ VOLUME** is supported by a national promotional and advertising campaign.

- High visibility and impactful newsstand promotions at Chapters/Indigo, Shoppers, Loblaws, airports and other selected major urban newsstands.
- VIP launch events and a national publicity campaign targeting major media across Canada.
- Ongoing advertising and promotion in all issues of SHARP Magazine, S/ Magazine, www.sharpmagazine.com, www.sstylemag.com, Toronto Life, and Sirius Satellite Radio.
- S/ Magazine is the official media partner of the Power Plant, one of Canada’s leading contemporary galleries, and the official Magazine Sponsor of the 2017 Power Ball gala. 4,000 copies of S/ Volume will be distributed in 2017.

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SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 12pt
Paper	Coated 200M
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.

**VIP LAUNCH EVENT
SPONSORSHIPS
AVAILABLE**

MATERIALS

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