



SMAGAZINEOFFICIAL.COM

2018 MEDIA KIT



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 2016

MAJOR MARKET FOCUS

TORONTO, VANCOUVER, MONTREAL

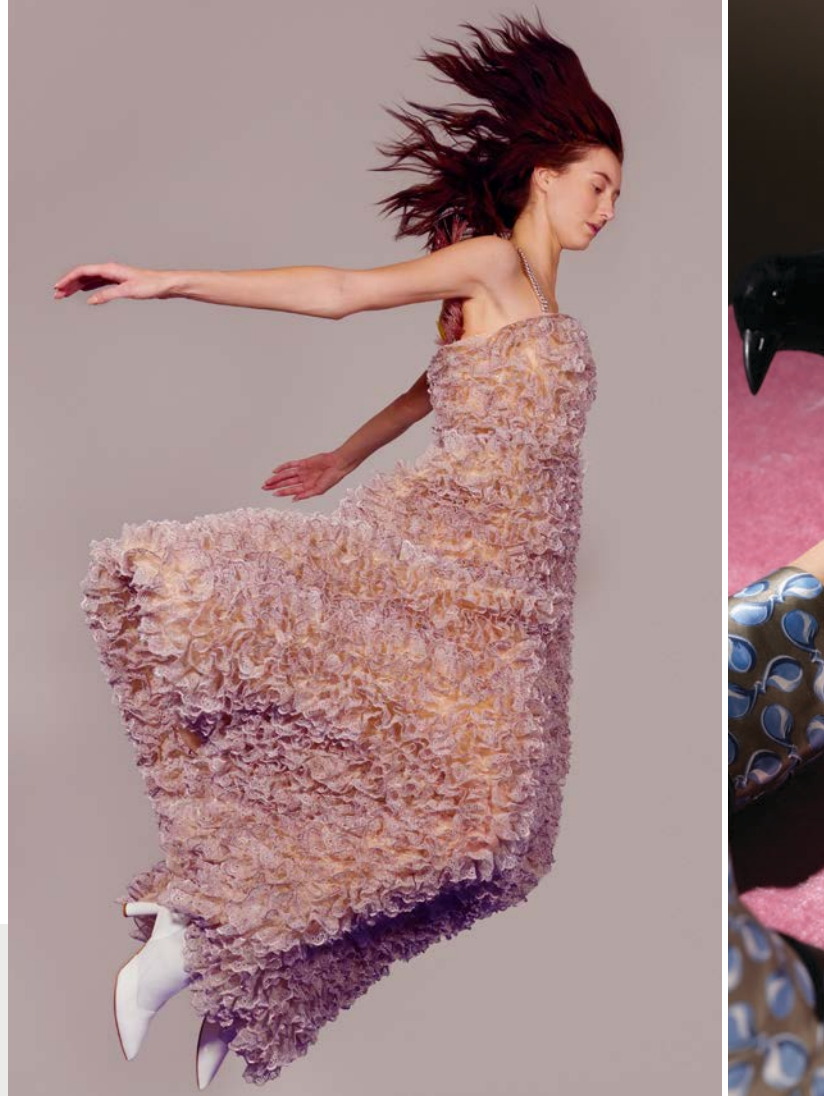
*S/magazine* delivers the ideal audience: our direct, targeted circulation arrangement with the *Saturday National Post*, *Vancouver Sun*, *Montreal Gazette* and *National Post Calgary & Edmonton* top FSA's. Air Canada Lounges, select newsstands, VIP events, retail, salons, spas and 5-star hotels as well as exclusive partners guarantees you'll reach affluent, intelligent and stylish Canadian women.

CIRCULATION: 90,000

READERSHIP: 712,500



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# 2018 RATES, DATES, & SPECIFICATIONS

## CIRCULATION: 90,000

MAJOR MARKET FOCUS TORONTO, VANCOUVER, MONTREAL  
TARGETED CIRCULATION CHANNELS

|  |        |
|--|--------|
| Toronto (Saturday National Post Home Delivery Top FSA's) | 40,000 |
| Vancouver (Vancouver Sun)                                | 15,000 |
| Calgary/Edmonton (National Post)                         | 6,000  |
| Montreal (Montreal Gazette)                              | 7,000  |
| Newsstand  | 8,000  |
| Air Canada First Class Lounges                           | 7,000  |
| Events/Sampling/Power Plant                              | 7,000  |

## ADVERTISING DATES 2018

| Issue  | Release date | Material date | Booking deadline |
|--------|--------------|---------------|------------------|
| Spring | March 27     | March 2       | February 23      |
| Summer | May 22       | April 27      | April 20         |
| Fall   | September 4  | August 10     | August 3         |
| Winter | November 13  | October 19    | October 12       |

## ADVERTISING RATES (NET)

|                       | 1x     | 2x     | 4x     |
|-----------------------|--------|--------|--------|
| DPS                   | 27,605 | 26,575 | 24,925 |
| Full page             | 16,995 | 15,965 | 14,420 |
| v PREMIUM POSITIONS v |        |        |        |
| IFC (DPS)*            | 35,000 | 33,990 | 32,340 |
| OBC (FP)*             | 23,380 | 22,350 | 20,700 |
| IBC (DPS)*            | 19,055 | 18,025 | 16,480 |
| 1st spread            | 33,592 | 31,993 | 29,900 |
| 2nd spread            | 31,905 | 30,350 | 28,400 |
| 3rd spread            | 31,115 | 29,420 | 27,500 |
| 4th spread            | 29,415 | 28,010 | 26,175 |
| TOC 1                 | 19,450 | 18,515 | 17,304 |
| TOC 2                 | 18,851 | 17,743 | 16,583 |
| Editor's Letter       | 19,450 | 18,515 | 17,304 |
| Scent Strip           | 17,500 | 17,000 | 16,000 |

\*Covers non cancellable Cancellations will not be accepted within 14 days of the Booking Deadline.  
Multiple page executions available. Contact your Account Manager for rates.

## EDITORIAL CALENDAR

**SPRING:** A new season deserves to be celebrated with refreshed style routines. From stunning timepieces to the latest handbags as well as hair and makeup trends, S/ editors select the must-have items to usher in 2018. Plus, uncover this year's hottest travel locales.

**SUMMER:** Get ready for your most stylish summer yet. Discover our guide to the top art exhibitions around the globe, and the most jet-set-worthy travel accessories to take on your summer vacation. Bonus: Our curated beauty package reveals the best products to shield skin from the sun.

**FALL:** Elevate your wardrobe, home and life. Master the art of luxury living with inspiring architecture, show-stopping design, complexion-perfecting beauty routines, and stunning designer fashion from the top fall runways 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. Yearning for a getaway? We've got you covered with breathtaking escapes.

## SPECIFICATIONS

|                     |                                |
|---------------------|--------------------------------|
| Format              | High-resolution PDF with proof |
| Cover               | UV-coated 10 pt.               |
| Paper               | Coated 100M                    |
| Binding             | Perfect binding                |
| Screen              | 150 lines per inch             |
| Pantone®            | On request                     |
| Full page trim size | 8.5"w x 10.875"h               |
| Type safety         | 8"w x 10.375"h                 |
| DPS trim size       | 17"w x 10.875"h                |
| DPS type safety     | 16.5"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.

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