





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: 81,500
READERSHIP: 645,000



SMAGAZINEOFFICIAL.COM
@SMAGAZINEOFFICIAL







2023 RATES, DATES, & SPECIFICATIONS

CIRCULATION: 81,500

MAJOR MARKET FOCUS TORONTO, VANCOUVER, MONTREAL
TARGETED CIRCULATION CHANNELS

Toronto (Saturday National Post Home Delivery Top FSA's)	36,300
Vancouver (Vancouver Sun)	13,600
Calgary/Edmonton (National Post)	5,500
Montreal (Montreal Gazette)	6,300
Newsstand	7,200
Air Canada First Class Lounges	6,300
Events/Sampling/Power Plant	6,300

ADVERTISING DATES 2023

Issue	Release date	Material date	Booking deadline
Spring	March 29	March 4	February 25
Summer	May 24	April 29	April 22
Fall	September 7	August 12	Aug 5
Winter	November 9	October 14	October 7

ADVERTISING RATES (NET)

	1x	2x	4x
DPS	29,270	28,170	26,430
Full page	18,020	16,930	15,290
▼ PREMIUM POSITIONS ▼			
IFC (DPS)*	37,100	36,030	34,290
OBC (FP)*	24,790	23,700	21,950
IBC (DPS)*	20,200	19,110	17,470
1st spread	35,610	33,920	31,700
2nd spread	33,820	32,180	30,110
3rd spread	32,990	31,190	29,150
4th spread	31,180	29,700	27,750
TOC 1	20,620	19,630	18,350
TOC 2	19,990	18,810	17,580
Editor's Letter	20,620	19,630	18,350
Scent Strip	18,560	18,020	16,960

*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: Make the most of the season of renewal with transitional closet staples and must-have accessories. Spruce up your beauty routine with invigorating skincare and transform your dwelling with stylish homewares.

SUMMER: Celebrate the arrival of summer with the season's most coveted dresses and footwear. Discover our ultimate hosting guide featuring tabletop decor, cocktail essentials, and wine. Plus: luxurious spas across Canada.

FALL: Capture the spirit of fall with cozy outerwear and boots. The latest investment fine jewellery and watches. Fall beauty guide featuring bold lips, vivid eyes, and game-changing product launches. Bonus: Must-see TV shows and films, and inspiring home furnishings.

WINTER/HOLIDAY: Usher in the holiday season with our curated gift guide Most Wished For, featuring elevated jewellery, timepieces, decor, and wardrobe essentials. Plus: tranquil travel destinations for your next big escape.

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.

CONTACT INFORMATION

Advertising

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

Kyle Bodnarchuk
Vice President of Sales
416.930.1113
kyle.bodnarchuk@contempomedia.com

Vincent Noël
Quebec Regional Manager
514.566.6874
vincent@contempomedia.com

Julian Golden
647.339.4307
julian.golden@contempomedia.com

Billy Hart
647.203.3593
billy.hart@contempomedia.com

Elena Okulova
Marketing Manager
416.591.0093 ext. 209
elena.okulova@contempomedia.com

Jessica Suljic
Operations Manager
416.591.0093 x 221
jessica.suljic@contempomedia.com

Editorial

Michael La Fave
CCO & Co-Founder
647.308.5397
michael.lafave@contempomedia.com

Sahar Nooraei
Editor-in-Chief & Creative Director
416.591.0093 x 214
sahar.nooraei@contempomedia.com

FTP INFO

Please submit files into the folders
of the issue your ad is to appear in.

Server:
ftp.contempomedia.ca

User:
u47984294-upload

Password:
magazine

MATERIALS

Contempo Media Inc.
101 Richmond St. East, 4th Floor
Toronto, Ontario, M5C 1N9
Phone: 416.591.0093
Fax: 888.702.4064

Maria Musikka
Production Manager
416.878.5373
maria.musikka@contempomedia.com