



2020 DIGITAL MEDIA KIT





SMAGAZINEOFFICIAL.COM

OVERVIEW

PROFILE

Smagazineofficial.com is a Canadian luxury lifestyle online environment for the affluent, successful woman with sophisticated taste and deep understanding of quality, brands and trends. We cover the latest in fashion, beauty, arts, design and entertainment. It's the perfect environment for any premium or luxury brand.

DEMOGRAPHIC

- 85% Female
- Average Age: 40
- 65% aged 25-54
- Average HHI: \$216,468

WEB TRAFFIC

STATS PER MONTH

- 230,000 average page views
- 105,000 unique visits
- 225,000 impressions available
- 2:45 average visit duration

AUDIENCE

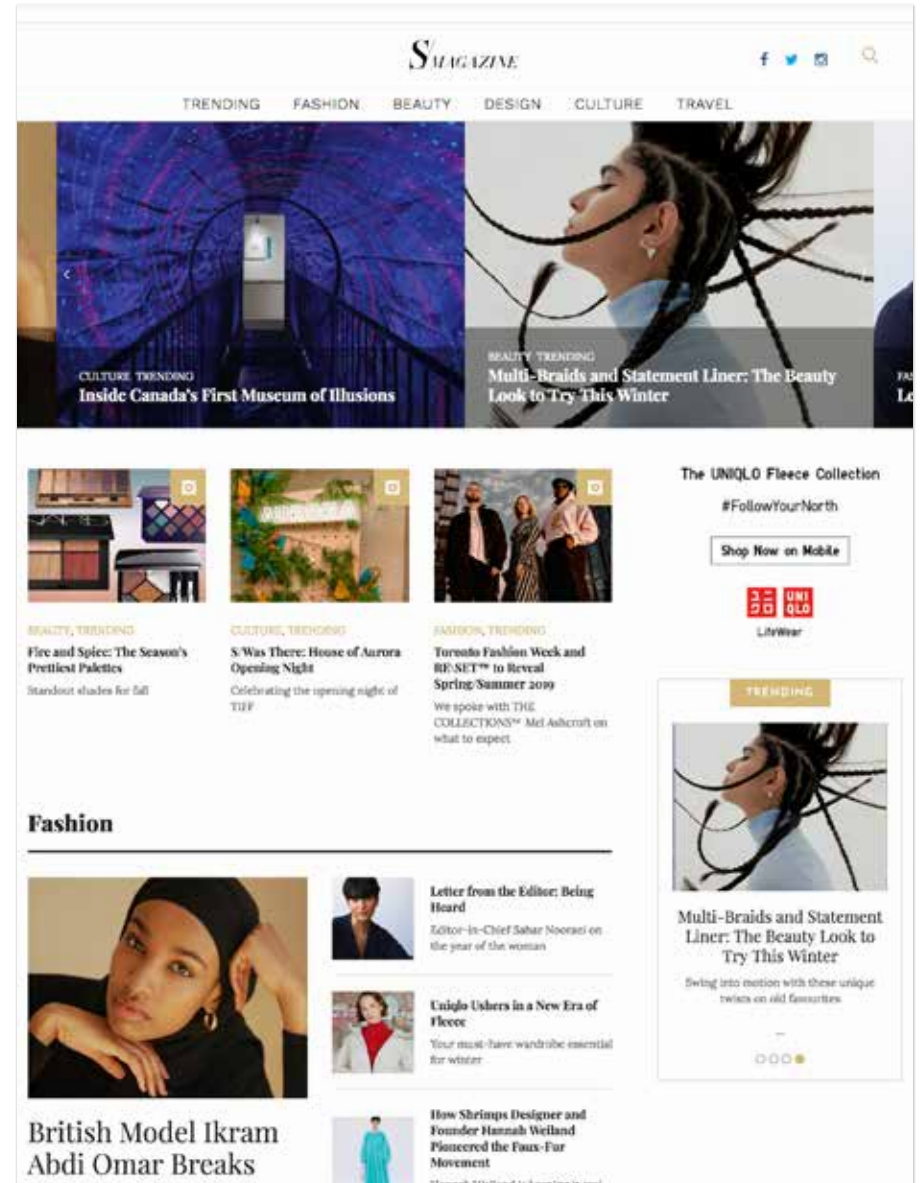
SMAGAZINE
WEBSITE **150,000+**
visits / month

f
FACEBOOK **2,500+**

i
INSTAGRAM **34,300+**

t
TWITTER **1,000+**

E-NEWSLETTER **5,800+**





2020 DIGITAL EXECUTION CATEGORIES

HIGH IMPACT EXECUTIONS

Homepage Takeovers are an effective, high impact strategy for positioning your brand alongside Canada's best luxury.

Rate: \$45/CPM with minimum of 200,000 impressions.

The strategy includes a wallpaper, billboard and big box or half page ad unit.

Chanel example shown.

See your account rep for more details.



CUSTOM CONTENT

Contempo's in-house creative team works with your brand to craft posts and custom executions written in an engaging, authentic voice designed by our award-winning art department.

Custom Executions 1

Bespoke copy and design, with a stand-alone execution. Turn-key packages available.

Cadillac example shown.

[Click to view in detail.](#)

Branded Posts 2

Branded content created by S/ to live on sstylemagazine.com. Turn-key packages available.

GUESS example shown.

[Click to view in detail.](#)

See your account rep for more details.

1



2





2020 DIGITAL EXECUTION CATEGORIES

STANDARD DISPLAY CAMPAIGNS

S/ has a flexible and sophisticated display program that fits your campaign needs.

Billboard

Rate: \$30 cpm (970x250)

IAB Rising Star

Placed front and centre, the billboard is design to attract users attention immediately. Its large size allows plenty of room for video, slideshows or other interactive elements.

Mobile Leaderboard

Rate: \$30 cpm (320x50)

Required for all campaigns.

Leaderboard ¹

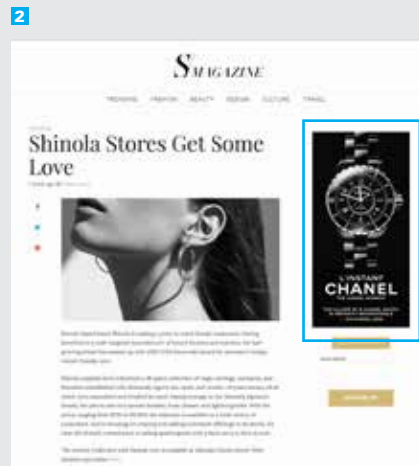
Rate: \$30 cpm (728x90)

Ad unit that runs above the site header and between posts in our infinite scroll.

Half Page ²

Rate: \$30 cpm (300x600)

See your account rep for more details.



SOCIAL MEDIA & NEWSLETTER

Writing authentic, shareable content to spread across our social feeds.

Social Media

Rate: \$1,500 per post

2,436 Facebook fans

5,779 Instagram followers

989 Twitter followers

The S/ Insider

S/ magazine's daily newsletter reaches 150 readers. Advertising opportunities include:

Newsletter Sponsorship

Rate: \$3,500

Sponsor S/'s daily newsletter with high impact leaderboard and big box ads

Newsletter Takeover ¹

Rate: \$4,500

A fully dedicated newsletter with supplied creative directed to our affluent digital audience.

See your account rep for more details.





2020 RATES & SPECIFICATIONS

CONTACT INFORMATION

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Type	CPM (Net)	Dimensions	Max. File Size	Looping	Rich Media
Takeover Skin	\$45	2000 x 1500 px	400k	N/A	No
Billboard	\$30	970 x 250 px	100k	4x, :15 max	Yes +15%
Leaderboard	\$30	728 x 90 px	40k	4x, :15 max	Yes +15%
Mobile Leaderboard	\$30	320 x 50 px	40k	4x, :15 max	Yes +15%
Half Page	\$30	300 x 600 px	40k	4x, :15 max	Yes +15%
Big Box	\$30	300 x 250 px	40k	4x, :15 max	Yes +15%

**** Contact your Account Manager**

GIF, PNG, JPEG format and other Rich Media formats supported.

S/ SOCIAL MEDIA & INSIDER NEWSLETTER

Type	CPM (Net)	Dimensions	Max. File Size	Looping	Rich Media
Social Media   	\$1,500/Post	**	50k	N/A	No
Newsletter Leaderboard	\$1,750	728 x 90 px	40k	N/A	No
Newsletter Big Box	\$1,750	300 x 250 px	40k	N/A	No
Newsletter Takeover	\$4,500/Post	Max. Width 700 px	200k	N/A	No

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GIF, PNG, JPEG format and other Rich Media formats supported.