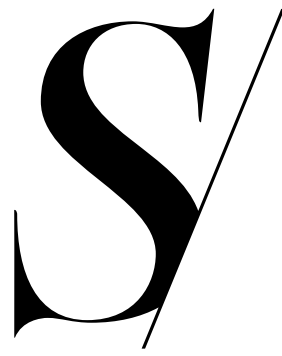




SMAGAZINEOFFICIAL.COM

2020 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

SMAGAZINEOFFICIAL.COM
@SMAGAZINEOFFICIAL





2020 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 2020

Issue	Release date	Material date	Booking deadline
Spring	March 31	March 16	February 28
Summer	May 19	April 24	April 17
Fall	September 22	September 4	August 28
Winter	November 17	October 30	October 23

ADVERTISING RATES (NET)

	1x	2x	4x
DPS	27,605	26,575	24,925
Full page	16,995	15,965	14,420
∨ PREMIUM POSITIONS ∨			
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: Usher in the season of renewal with a fresh point of view. Sharpen your wardrobe with new staples and innovate your beauty routine with products that go the extra mile. Bonus: design ideas for a home refresh.

SUMMER: Celebrate the arrival of summer with our guide to living your best life. Elevate your culture game with world class art exhibitions and noteworthy travel destinations. Be a sartorial master with standout fashion and accessories, and uncover the latest in skincare.

FALL: Discover S/ Magazine's annual ode to film, spotlighting the big screen's rising stars and influential figures, as well as must-see movies at TIFF. Plus, an exclusive peek at the season's best: luxe fragrances, keepsake jewellery, and statement coats to cozy up to.

WINTER/HOLIDAY: Ace holiday gifting with S/ Magazine's Most Wanted For, a definitive guide to the most covetable gifts and gadgets to give and receive. Look glamorous at any soiree with flawless frocks and bold accessories. Impress your guests with seasonal cocktails and accompanying timepieces.

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

Francisco Guevara
Brand Partnerships Manager
647.203.3593
francisco.guevara@contempomedia.com

Vincent Noël
Quebec Regional Manager
514.566.6874
vincent@contempomedia.com

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

Somang Chung
Operations Manager
416.591.0093 x 221
somang.chung@contempomedia.com

Editorial

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

Sahar Nooraei
Editor-in-Chief
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