





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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# 2019 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 2019

Issue	Release date	Material date	Booking deadline
Spring	March 26	March 1	February 22
Summer	May 21	April 26	April 18
Fall	September 3	August 9	August 2
Winter	November 12	October 18	October 11

## 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 Wished 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.

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