

S/VOLUME

S/VOLUME, is the ultimate evolution of fashion, beauty, arts and culture. A publication for sophisticated women, crafted to inspire and challenge with provocative words and immersive visuals. Every page has been born as a stand-alone work of art. Given this room to breathe, we are recognizing the greatest minds, thought leaders, artists and designers that share our world. Bold photography brings to life transcendent fashion, beauty, and art in an environment unrivalled in its originality and appeal. Captivating women who revel and luxuriate in the splendour of style, we announce the latest trends that will be coveted as cherished artifacts forever.



S/VOLUME INDULGE. DARE. DREAM 2020 RATES, DATES, & SPECIFICATIONS

CIRCULATION: 30,000 **READERSHIP:** 195,000 **AVERAGE HHI:** \$241,225 **AVERAGE AGE:** 42

Ontario	19,500
British Columbia	7,500
Quebec	2,000
Alberta	1,000

ADVERTISING DATES 2019

Issue	Release date	Material date	Booking deadline
Fall/Winter	Oct 13	Sept 1	Aug 25

ADVERTISING RATES (NET)

DPS	15,500
Full page	8,350
▼ Premium Positions ▼	
IFC (DPS)*	23,250
IBC (DPS)*	18,600
OBC*	14,500
1st spread	20,150
2nd spread	19,375
3rd spread	18,600
4th spread	17,050
TOC 1	10,020
TOC 2	9,185
Editor's Letter	10,020

*Covers non-cancellable Cancellations will not be accepted within 14 days of the Booking Deadline.

MARKETING

Each edition of S/ VOLUME is supported by a national promotional and advertising campaign.

- High visibility and impactful newsstand promotions at Chapters/Indigo, Shoppers, Loblaws, airports and other selected major urban newsstands.
- VIP launch events and a national publicity campaign targeting major media across Canada.
- Ongoing advertising and promotion in all issues of SHARP Magazine, S/ Magazine, www.sharpmagazine.com, www.smagazineofficial.com, Toronto Life, and Sirius Satellite Radio.
- S/ Magazine is the official media partner of the Power Plant, one of Canada's leading contemporary galleries, and the official Magazine Sponsor of the 2019 Power Ball gala. 4,000 copies of S/ Volume will be distributed in 2019

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SPECIFICATIONS

Format	High-resolution PDF with proof
Cover	UV-coated 12pt
Paper	Coated 200M
Binding	Perfect binding
Screen	150 lines per inch
Pantone®	On request
Full page trim size	9" w x 10.875" h
Type safety	8.5" w x 10.375" h
DPS trim size	18" w x 10.875" h
DPS type safety	17.5" 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.

**VIP LAUNCH EVENT
SPONSORSHIPS
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MATERIALS

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