S/MAGAZINE

S/ Magazine’s channels provide IMMEDIATE lift with a verified audience of affluent consumers.

We are Canada’s leading media, content, communications strategy and lead-generation organization for luxury brands.

Our media properties and digital platforms deliver sophisticated, effective and proven solutions for reaching affluent and influential Canadian consumers.

The world’s most discerning brands rely on us to create sophisticated environments, exclusive VIP events, creative custom content solutions and advertising campaigns.

<table>
<thead>
<tr>
<th>FINANCIAL DECISION MAKER (INDEX 412)</th>
<th>LIKELY LUXURY ITEM: WATCH/PIECE OF JEWELRY COSTING $2500+ (INDEX 453)</th>
<th>LUXURY TRAVELERS: TOP SPENDERS (INDEX 312)</th>
<th>HOME VALUE: GREATER THAN $1000000 (INDEX 1022)</th>
<th>VEHICLE PRICE $75K+ (INDEX 467)</th>
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</thead>
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<thead>
<tr>
<th>SMAGAZINEOFFICIAL.COM</th>
<th>1ST PARTY AUDIENCE EXTENSION</th>
<th>DEMOGRAPHICS</th>
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<tbody>
<tr>
<td>SCALABLE FROM</td>
<td>550K ADDRESSABLE UNIQUES IN DESKTOP, MOBILE AND VIDEO (VAST/VPAID) ENVIRONMENTS</td>
<td>38 AVERAGE AGE</td>
</tr>
<tr>
<td>50K UNIQUE MONTHLY VISITORS</td>
<td>100K ADDRESSABLE FACEBOOK PROFILES</td>
<td>$216K AVERAGE HHI</td>
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<tr>
<td>150K MONTHLY IMPRESSIONS</td>
<td>TAGGED CONTENT MODULES ACROSS ALL CONTEMPO PROPERTIES CREATING EXCLUSIVE RE-MARKETING OPPORTUNITIES</td>
<td>82% FEMALE</td>
</tr>
<tr>
<td>35K INSTAGRAM FOLLOWERS</td>
<td>MATCH RATES @70% CONFIDENCE INTERVAL</td>
<td>80% AGES 25-54</td>
</tr>
<tr>
<td>3K FACEBOOK FOLLOWERS</td>
<td>AUDIENCES NOT AVAILABLE FOR EXTERNAL SYNDICATION; DELIVERY TO BE MANAGED BY CONTEMPO MEDIA INC.</td>
<td>92% UNIVERSITY EDUCATED</td>
</tr>
<tr>
<td>1,200 TWITTER FOLLOWERS</td>
<td></td>
<td>59% RETURNING VISITORS</td>
</tr>
<tr>
<td>8.2K EMAIL SUBSCRIBERS</td>
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</tbody>
</table>

SOURCES: 2021 ENVIRONICS AUDIENCE STUDY, GOOGLE ANALYTICS, 2019 MASCOM LUXURY AUDIENCE STUDY, EXPERIAN, NEUSTAR, EPSILON, TRANSUNION ETC.
CANADA’S MOST SOPHISTICATED ENVIRONMENT
OUR ADVERTISING PARTNERS

GIORGIO ARMANI
BELVEDERE VODKA
MAISON BIRKS
BMW
BOSS
BVLGARI
Cartier
CHANEL
DALMORE
Dior
FENDI
GLENFIDDICH
HARRY ROSEN
HERMÈS PARIS
HUBLOT
IWC
LVMH
Mercedes-Benz
MONCLER
PANERAI
POSCHE
PRADA
ROLEX
Salvatore Ferragamo
TAG HEUER
Tiffany & Co.
VACHERON CONSTANTIN
VEUVE CLICQUOT
Van Cleef & Arpels