



**S/***MAGAZINE*

**2023  
MAGAZINE  
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.

### S/ READERS.

- \* 84% Female
- \* 65% Age: 25-54
- \* \$222,500 average HHl
- \* 79% are university-educated
- \* 72% married/live together

### LUXURY CATEGORIES S/ READERS BUY:

- \* 82% Leather Goods (bags, wallets, belts, +)
- \* 78% Footwear
- \* 68% Furniture/ Decor
- \* 62% Travel
- \* 61% Fragrance
- \* 58% Jewelry
- \* 56% Watches
- \* 54% Electronics/Tech
- \* 52% Automobiles

Sources: Envisionics, Delvinia Reader Study, Contempo Luxury Consumer Study

**READERSHIP:**  
\*645,000

**CIRCULATION:**  
81,500 (NATIONAL)



## CIRCULATION: 81,500 NATIONAL

Major market focus Toronto, Vancouver, Montreal

### TARGETED CIRCULATION CHANNELS

Toronto (Saturday National Post Home Delivery Top FSA's)	36,300
Vancouver (Globe & Mail Home Delivery Top FSA's)	17,600
Calgary/Edmonton (Globe & Mail Home Delivery Top FSA's)	5,500
Montreal (Montreal Gazette Home Delivery Top FSA's)	8,700
Newsstand	7,200
Events/Sampling/Hotels	6,200

## ADVERTISING DATES 2023

Issue	Release Date	Material date	Booking deadline
Spring	March 28	March 3	February 24
Summer	May 24	April 28	April 21
Fall	September 12	August 18	August 11
Winter/Holiday	November 8	October 13	October 6

## ADVERTISING DATES (NET)

	1x	2x	4x
DPS 29,270	29,270	28,170	26,430
Full page	18,020	16,930	15,290
Premium Positions			
IFC(DPS)*	37,100	36,030	34,290
OB(C)FP†	24,790	23,700	21,950
IBC (DPS)‡	20,000	19,110	17,470
1st spread	35,610	33,920	31,700
2nd spread	33,820	32,180	30,110
3rd spread	32,990	31,190	29,150
4th spread	31,180	29,700	27,750
TOC1	20,620	19,630	18,350
TOC2	19,990	18,810	17,580
Editor's Letter	20,620	19,630	18,350
Scent Strip	18,560	18,020	16,960

\* Quotes are approximate. Consideration will be given to advertising rates for rates of the leading circulation.

## MATERIAL DEADLINES

Issue	Material date
Spring	March 3
Summer	April 28
Fall	August 18
Winter/Holiday	October 13

## 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	0.125"

\* For DPS creative, please allow 0.125" safety on either side of the gutter for all critical type and images

## FTP INFO

Please submit files into the folders of the issue your ad is to appear in.

Server:  
ftp.contempomedia.ca

Login:  
u47984294-upload

Password:  
magazine

## MATERIALS

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## EDITORIAL CALENDAR

**SPRING:** Make the most of the season of renewal with transitional closet staples and must-have accessories. Spruce up your beauty routine with invigorating skincare and transform your dwelling with stylish homewares.

**SUMMER:** Celebrate the arrival of summer with the season's most coveted dresses and footwear. Discover our ultimate hosting guide featuring tabletop decor, cocktail essentials, and wine. Plus: luxurious spas across Canada.

**FALL:** Capture the spirit of fall with cozy outerwear and boots. The latest investment fine jewellery and watches. Fall beauty guide featuring bold lips, vivid eyes, and game-changing product launches. Bonus: Must-see TV shows and films, and inspiring home furnishings.

**WINTER/HOLIDAY:** Usher in the holiday season with our curated gift guide Most Wished For, featuring elevated jewellery, timepieces, decor, and wardrobe essentials. Plus: tranquil travel destinations for your next big escape.

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