

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.

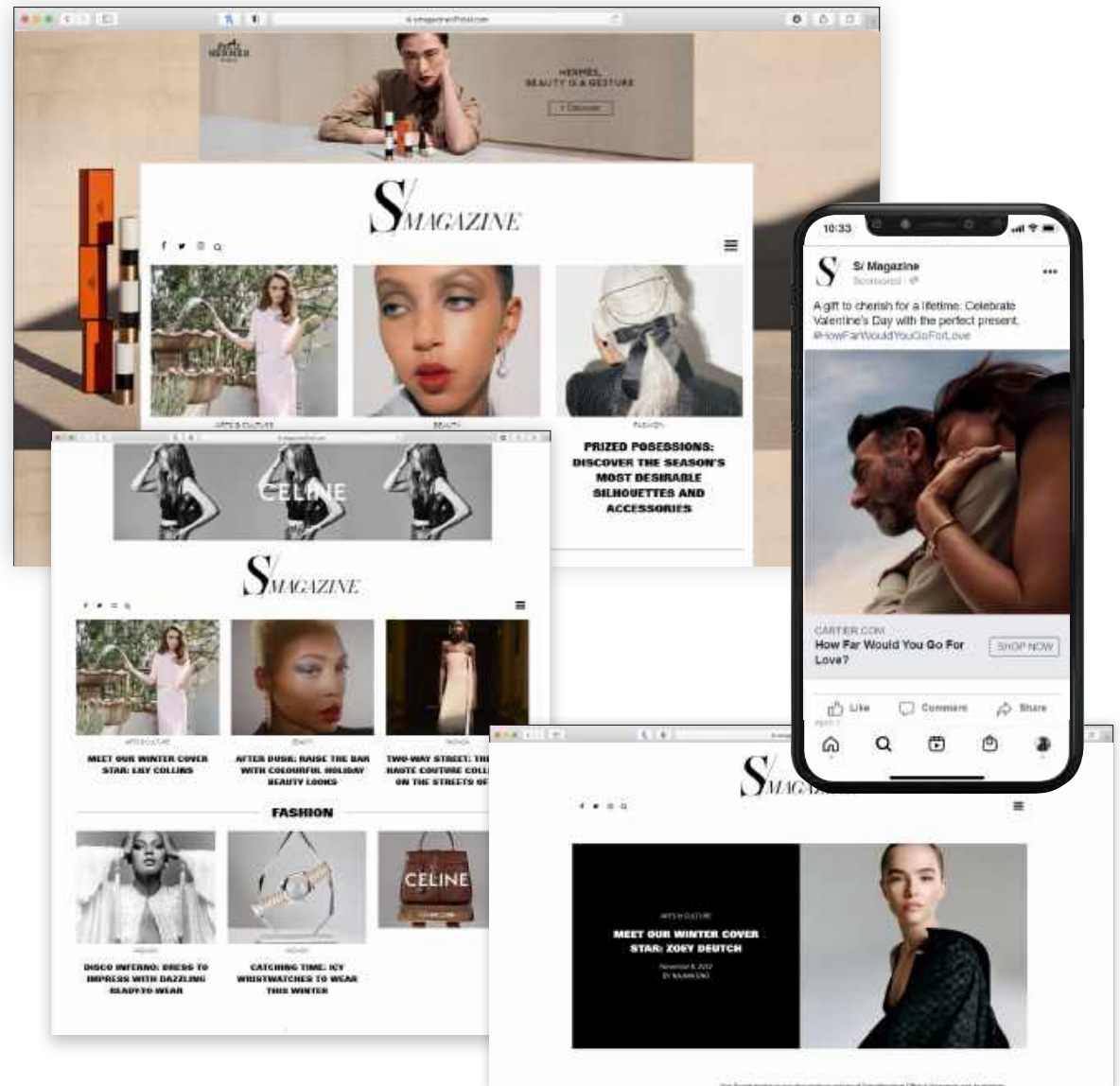
FINANCIAL DECISION MAKER (INDEX 412)	LIKELY LUXURY ITEM: WATCH/PIECE OF JEWELRY COSTING \$2500+ (INDEX 453)	LUXURY TRAVELERS: TOP SPENDERS (INDEX 312)	HOME VALUE: GREATER THAN \$1000000 (INDEX 1,022)	VEHICLE PRICE \$75K+ (INDEX 467)
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SMAGAZINEOFFICIAL.COM	1ST PARTY AUDIENCE EXTENSION	DEMOGRAPHICS
SCALABLEFROM 50K UNIQUE MONTHLY VISITORS 150K MONTHLY IMPRESSIONS 35K INSTAGRAM FOLLOWERS 3K FACEBOOK FOLLOWERS 1,200 TWITTER FOLLOWERS 8.2K EMAIL SUBSCRIBERS	550K ADDRESSABLE UNIQUES IN DESKTOP, MOBILE AND VIDEO (VAST/VPAID) ENVIRONMENTS 100K ADDRESSABLE FACEBOOK PROFILES TAGGED CONTENT MODULES ACROSS ALL CONTEMPO PROPERTIES, CREATING EXCLUSIVE RE-MARKETING OPPORTUNITIES *MATCH RATES @70% CONFIDENCE INTERVAL **AUDIENCES NOT AVAILABLE FOR EXTERNAL SYNDICATION; DELIVERY TO BE MANAGED BY CONTEMPO MEDIA INC.	38 AVERAGE AGE \$216K AVERAGE HHI 82% FEMALE 80% AGES 25-54 92% UNIVERSITY EDUCATED 59% RETURNING VISITORS
SOURCES: 2021 ENVIRONICS AUDIENCE STUDY. GOOGLE ANALYTICS. 2019 MASCOM LUXURY AUDIENCE STUDY. EXPERIAN, NEUSTAR, EPSILON, TRANSUNION ETC.		



## CANADA'S MOST SOPHISTICATED ENVIRONMENT

S/



## OUR ADVERTISING PARTNERS

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VODKA

MAISON  
BIRKS  
EST. 1879



**BOSS**

BVLGARI



*Cartier*



Dior

**FENDI**



HARRY ROSEN



IWC



PANERAI



**PRADA**



*Salvatore Ferragamo*



TIFFANY & CO.

