

FASHION

2018 MEDIA KIT

CANADA'S NO. 1 FASHION & BEAUTY MEDIA SOURCE

FASHIONMAGAZINE.COM





FASHION

Mission Statement

Our multi-platform editorial mission is to tell stories that are:

Timely but timeless

Intelligent and elegant

Engaging and inspiring

Cool yet approachable

With our fully integrated editorial team and our newly launched online experience, *FASHION* is interactive and responsive with the strongest social media and digital influence in the Canadian market.



“*FASHION*—whether it’s in print or online—is a creative, smart and elegant guide for anyone who is inspired by gorgeous photography and engaging stories. We also offer timely and trusted fashion and beauty solutions. We bring a curated, credible and creative point of view to everything we do.”

Noreen Flanagan
Editor-in-Chief



FASHION

Fast Facts

PRINT

115,803
total circulation

10 issues

1,259,000
total readers 12+

76% female audience

DIGITAL

465K+
unique views

81%
female audience

65%
on mobile & tablet

NEWSLETTER
SUBSCRIBERS

52.6K+



Multiple platforms. Greater engagement.

WEB: **450K+** UNIQUE VISITORS ON AVERAGE PER MONTH



PRINT: **1,259,000** READERS 12+ PER AVERAGE ISSUE


MOBILE DEVICES: **65%** OF USERS ACCESS FASHIONMAGAZINE.COM THROUGH MOBILE DEVICES

TOTAL SOCIAL MEDIA FOLLOWING 2.67 MILLION +

 1.49M

 698K

 388K

 95.8K

2018 Print Editorial Calendar



FEBRUARY

FASHION POP: HOW MUSIC INFLUENCES FASHION AND BEAUTY AND WHAT IT TEACHES US ABOUT LUST, LOVE AND LOSS.

FASHION: Lingerie master class: the best satin shape-shifters.

FASHION: A KiraKira Sparkle Appinspired shoot with our fave #heart-stopping fashions.

FASHION: We examine the punkrock-inspired "trashing" trend.

BEAUTY: We reveal the results of our new Beauty Awards. What products made the cut?

BEAUTY: The beauty story behind music icons and rising stars.

CULTURE: 10 Canadian musicians share the stories behind their songs.

IDEAS: Eating in Hong Kong, drinking rosé in Budapest and getting healthy in Saint Lucia.

MARCH

WOMEN IN THEIR ELEMENT: MEET THE VOICES PROMOTING TRANSPARENCY, CREATIVE RESISTANCE AND SUSTAINABILITY.

FASHION: Spring Runway Report and best buys at all price points.

FASHION: Transparent textiles reveal as much about our psyche as they do about our physicality.

FASHION: Dress up! Speak up! The fashion resistance lives on. Plus: Is modest dressing the ultimate act of rebellion?

BEAUTY: Spring beauty makeover: our top 25+ products/treatments.

BEAUTY: Profiles on women in their element. Plus, the results of FASHION's first Women and Power survey.

CULTURE: #whomademyart? Art with a conscience.

HEALTH: Why hiking is the new feminine catharsis.

APRIL

IT'S A BEAUTIFUL AR WORLD: HOW AUGMENTED REALITY AND ARTIFICIAL INTELLIGENCE ARE SHAPING FASHION AND BEAUTY.

FASHION: Are chatbots, AI stylists like Echo Look and 3-D bodyimaging software like Body Labs real game changers?

FASHION: Invisible wearables: Is connected clothing the future?

FASHION: Flats, polo shirts and the perfect dresses for spring.

BEAUTY: We review "Get the Look" apps, like 3-D AR mirrors.

BEAUTY: Spring hair: the cuts, colours and products for beautiful hair. Plus, our guide to the season's newest fragrances.

CULTURE: Is a robot takeover inevitable? Will AI programs replace artists? Plus, the new human-generated artists you need know about.

MAY

A BRIGHT NEW AGE: FINDING THE EXTRAORDINARY IN THE ORDINARY. "BE OPTIMISTIC" IS THE NEW MANTRA.

FASHION: The upcycling trend reimagines dress codes and redefines luxury.

FASHION: Why slow fashion techniques leave us smiling.

FASHION: What does your style reveal about you? Are you making a positive impression?

BEAUTY: Innovative changes to body products. About time!

BODY: Is there a downside to positive thinking?

CULTURE: What impact are Gen Zs and parennials having on social and political conversations?

EXPLORE: The dirty weekend. You don't stay long and you barely leave the room.

SUMMER

SPELLBOUND: THIS SEASON ALWAYS MAKES US FEEL NOSTALGIC. HERE'S HOW TO RECREATE YOUR DREAM SUMMER.

FASHION: Timeless summer style, from the best bathing suits and summer dresses to sporty sandals and sexy flats.

FASHION: Summer denim love affair. Jeans that love you back.

BEAUTY: Damage control: treatments and products to protect your hair. #nohairdrama

BEAUTY: Top nail trends

BEAUTY: Instant pretty: five-minute makeup routines. Plus, 15 essential summer beauty hacks.

BODY: In our new Fashion Fit club, we profile three women who met their goals.

EXPLORE: Writers revisit their childhood family holidays.

2018 Print Editorial Calendar



AUGUST

WHERE THE TRUTH LIES: HOW HONEST ARE YOU WHEN IT COMES TO YOUR BODY, RELATIONSHIPS, SEX LIFE AND INCOME?

FASHION: Faux fur vs fur: What's the truth behind the debate?

FASHION: Shop the fall trends and discover the fashion designers who defined the Fall 2018 runways.

BEAUTY: What does it mean to be a true beauty in a filtered, faux world?

BEAUTY: Anti-aging products and treatments: truths and myths.

BODY: Liars, cheaters and manipulators: how to spot them. (Did you know you can tell by their voice?)

CULTURE: What do today's music, art, movies and books reveal about us?

SEPTEMBER

IDENTITY MATTER: HOW ARE IDENTITY ISSUES & MOVEMENTS INFLUENCING FASHION, BEAUTY AND CULTURE?

FASHION: How does ethnic futurism—the notion that we choose our identities—influence cultural appropriation vs appreciation? Plus an industry diversity update.

FASHION: Meet the emerging Indigenous designers. How is the npower dynamic changing?

BEAUTY: A photo shoot and essay on the meaning behind fashion's exploration with headscarves this season.

BODY: Is learning to decenter yourself the new way to becoming centered?

CULTURE: A guide to becoming "woke" and to "awakening" others. Plus, second generation identity and how it's shaping culture.

OCTOBER

OUR FIRST "READER ISSUE": YOUR WORDS. YOUR STORIES. YOUR VIEWS. WE DEDICATE THE ISSUE TO FASHION'S FOLLOWERS.

FASHION: The new power suit: how do we signal control and mastery to others?

FASHION: Your essential fall wardrobe makeover.

BEAUTY: Cool, confident makeup. Plus, how to master cool-girl hair.

BODY: Beyond authenticity; why is being vulnerable the new trend in mind/body evolution? Plus Wing Tsun: the martial art for women.

CULTURE: Are cults making a comeback?

CULTURE: What does success means today in terms of work, life and love? Plus, tips for getting access, influence and connections.

NOVEMBER

SUSTAINABILITY 2.0: WHO ARE THE INNOVATORS BEHIND THE SUSTAINABILITY MOVEMENT IN FASHION AND BEAUTY?

FASHION: Who are the new champions behind the sustainability shift happening in fashion?

FASHION: What impact are your shopping habits having on the environment? Take our fashion enviro-footprint quiz.

BEAUTY: Your guide to boosting your "self-care status." The first step: embrace bath culture.

BODY: Are you suffering from "stuffocation"? Learn to open your mind to new possibilities.

CULTURE: Artists share the stories behind their first drafts and final creations + what sustains them in between.

CULTURE: Women who make us LOL. (Is laughter as good as meditation?)

WINTER

THE FASHIONABLE LIFE: BECOME A STYLISH CONNOISSEUR THIS SEASON WITH OUR GUIDE TO LEADING A CHARMED LIFE.

FASHION: Glamour galore: the best party dresses at every price point.

FASHION: Update classic fashion pieces with a fresh twist.

BEAUTY: Get party hair in 10 minutes or less with help from our A-list glam squad.

BEAUTY: What's the future of your skin? Plus, laser update: Does the Halo live up to the hype?

BODY: Just. Be. You. We reveal the results of FASHION's first Body Confidence survey.

CULTURE: 2019's breakout stars.

SPECIAL: A gift guide for everyone in your life—even the picky ones. Plus, a posh party guide.

2018 Print Advertising Schedule

	AD CLOSE	AD MATERIAL DUE (PRINT)	SUBS IN MAIL	ON SALE
FEBRUARY	NOVEMBER 29, 2017	DECEMBER 4, 2017	JANUARY 2, 2018	JANUARY 8, 2018
MARCH	JANUARY 10	JANUARY 15	FEBRUARY 5	FEBRUARY 12
APRIL	FEBRUARY 7	FEBRUARY 12	MARCH 5	MARCH 12
MAY	MARCH 7	MARCH 12	APRIL 2	APRIL 9
SUMMER	APRIL 11	APRIL 16	MAY 9	MAY 14
AUGUST	JUNE 6	JUNE 11	JUNE 29	JULY 9
SEPTEMBER	JULY 11	JULY 16	AUGUST 3	AUGUST 13
OCTOBER	AUGUST 8	AUGUST 13	AUGUST 31	SEPTEMBER 10
NOVEMBER	SEPTEMBER 5	SEPTEMBER 10	OCTOBER 1	OCTOBER 8
WINTER	OCTOBER 17	OCTOBER 22	NOVEMBER 12	NOVEMBER 19

SPECIAL REQUESTS

- Regional edition rates available upon request
- Costs for tipping, binding, polybagging, inserting, five colour or any other special production methods are available upon request
- Agency commissionable

ADVERTISER AND ADVERTISING AGENCY ARE JOINTLY AND SEVERALLY LIABLE FOR PAYMENT. THE PUBLISHER WILL NOT RELEASE ADVERTISING AGENCY FROM LIABILITY EVEN IF A SEQUENTIAL LIABILITY CLAUSE IS INCLUDED IN THE CONTRACT, INSERTION ORDER, PURCHASE ORDER, ETC.



2018 National Rate Card



NATIONAL EDITION (GROSS)

FOUR COLOUR	1X	2X	4X	6X	8X	10X
PAGE	24,070	23,610	23,100	22,620	22,165	21,675
DPS	46,695	45,805	44,815	43,885	43,000	42,050
2/3	21,720	21,280	20,860	20,415	19,990	19,555
1/2 H	18,055	17,710	17,325	16,965	16,625	16,255
1/3	14,885	14,575	14,280	13,855	13,605	13,390

COVERS	OBC - 32,560	IBC - 29,745	IFC - 31,145
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ONLINE ADVERTISING POSITIONS (NET)

IAB STANDARD AD UNITS	SIZE	RATES
BILLBOARD	970 X 250 PIXELS	\$40 CPM
BIG BOX	300 X 250 PIXELS	\$30 CPM
BIG BOX	300 X 600 PIXELS	\$50 CPM
LEADERBOARD	728 X 90 PIXELS	\$30 CPM
PUSHDOWN	EXPANDING	\$50 CPM
SIDEKICK	EXPANDING	\$50 CPM

OTHER ONLINE POSITIONS (NET)

▪ E-NEWSLETTER INSERTION \$80 CPM

Target your message to a highly loyal and receptive audience. Our *FASHION* newsletter is distributed to an opt-in list of either weekly or monthly subscribers. Opportunities include a big box or leaderboard display ads, button ads or text links.

▪ EBLAST \$120 CPM

Customize your message to *FASHION*'s opt-in subscriber list with an e-blast designed specifically for your event, promotion or product sampling offer.

▪ STANDARD CONTEST PROGRAM

A 30-day duration contest sponsorship includes: customized contest

microsite page in the WIN section of the website with 3 optional survey questions and entry opt-in feature; site-wide contest banner (300x60) and 600x100 contest banner; contest promotion in one e-newsletter deployment; data capture at the close of the contest period; and a hyperlink to your website. Please contact your media rep for details.

▪ CUSTOM OPPORTUNITIES

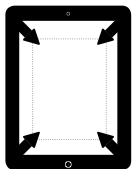
Fashionmagazine.com offers many unique opportunities to capture the attention of our loyal audience. Examples of microsites, sponsored surveys, integrated content, slide shows, quizzes, video, custom or preroll video packages and more can be presented and customized to your specific marketing needs.

LINKS / YOUTUBE / WEBVIEW

- Embedded YouTube viewer, in-app Web links and social media feed can be added to any advertiser page
- Area for placement of these elements must be clearly specified and designed into the main PDF
- HTML-coded ads can display full-page size (768 px X 1024 px)
- Design a border of 40 pixels at the top and bottom of the page to allow the user to navigate away from the page or access the navigation bar. Otherwise, design alternative navigation in the page layout
- An HTML ad must be delivered as an InDesign file with the HTML content placed in the layout using DPS tools
- If the HTML content cannot be placed in a layout, please include all HTML files and resources, as well as an InDesign layout sized to full-page size with the required static full-page image in the delivery package
- Client must provide the URLs for the links
- If the URL is a word or sentence, provide hyperlink colour
- If the client wants consumers to click on a link, ensure tap icon is designed on the ad or has a call-to-action such as "Watch Video"
- Minimum size for touch points, whether the clickable link is displayed as a tap button (on/off) or similar icon, is 44 pixels square or diameter
- If client offers a downloadable coupon, we can host the PDF for consumers to get through email
- Advertisers can include the tracking code service on URLs for Web traffic analytics

GALLERIES

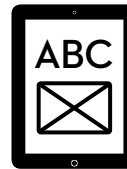
Placement for an interactive image gallery must be designed into the page



Gallery images must be provided as separate PDF



Galleries can be made up of images, text or a combination of both



AUDIO

- Audio must be in MP3 format and can be no more than 15MB in size
- MP3 format
- Max file size: 15 MB

VIDEO

- Any area of the ad can contain a video or audio element
- Video within the page can be set to autoplay upon page load, tap to play or tap to view as a pop-up
- The advertiser must provide exact size and dimension of the video and exact on-page positioning instructions
- Video must be in MP4 format with H264 encoding
Total file size can be no more than 15MB
- Minimum play button icon: 44 pixels
- MP4 format
- Encoded using H264
- Max file size: 15 MB
- Max display size: 680 pixels wide X 400 pixels high
- Minimum video play button icon: 44 pixels
- Display options: Full screen with black background or overlaid page with ad visible in the background
- Looping and audio allowed
- Note: For files supplied as vector PDF, exact size and dimension of video and on-page positioning must be supplied with file

PRINT FILE SPECIFICATIONS

Advertising Mechanical Requirements

Size	Safety	BLEED ADS		NON-BLEED ADS
		Trim size	Bleed size	
DPS	15.25" x 10.25"	15.75" x 10.75"	16" x 11"	N/A
FULL PAGE	7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"	N/A
VERTICAL	N/A	N/A	N/A	4.5" x 9.75"
1/2 HORIZONTAL	N/A	N/A	N/A	7.125" x 4.81"
1/3 VERTICAL	2.25" x 10.25"	2.75" x 10.75"	3" x 11"	2.18" x 9.75"

BLEED ADS: Ad intended to bleed should be built to the trim size. Extend images beyond these size specifications by an additional 1/8" on all sides for bleed. Keep all essential elements (text and logos) 1/4" inside the bleed trim for type safety.

NON-BLEED ADS: Ads that don't bleed should be built to this size. Ads will be placed on our template.

AdDirect Upload Information



Visit the AdDirect home page to take a tour on how to upload your ad using the preflight portal system.

addirect.sendmyad.com

PROOF REQUIREMENTS

- St. Joseph Media will only be responsible for ad reproduction if a proof conforming to DMAC standards is supplied.
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheet, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proofs are also required for ads submitted via the AdDirect portal.
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION.
- Refer to DMAC standards for further requirements.
Visit: <http://www.magazinescanada.ca/publiciteproduction/dmacs>
- EPSON proofs are available at \$50 each.

DIGITAL REQUIREMENTS

for Advertising Material

St. Joseph Media will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- All critical matter must be kept within 1/4" from bleed trim edges.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- Include 1/8" bleed on all sides for pages built to bleed trim specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point.
- Reverse type less than 12 point is not suitable for reproduction. St. Joseph Media is not responsible for reproduction of type in smaller sizes than those mentioned above.
- Ink density for all four process colours must not exceed 300%.
- Ad material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from the supplied PDFX-1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- St. Joseph Media reserves the right to add a keyline to floating ads to differentiate them from editorial.
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content.
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files.
- All advertising materials will be destroyed by St. Joseph Media if not requested within one year after date last used.