CHATTELAINÉ

2023 MEDIA KIT
About Chatelaine

Chatelaine celebrates, inspires, informs and empowers an often-overlooked demographic: women aged 35+. We know that Canadian women contain multitudes, and we cover all of the issues—big and small—that matter to them, from climate change and caregiving to cannabis, Canadian fashion and what to cook now.

EDITOR’S MESSAGE

At Chatelaine, we connect advertisers to a powerful but often-overlooked demographic: women aged 35+. They drive 80 percent of their household’s spending decisions, they often outearn their partners, and they want to spend their money on products that align with their values*. We know how to engage authentically with this demographic, and we know this demographic trusts Chatelaine.

—Maureen Halushak, Editor-in-Chief

*RBC research insights
CHATELAINE 2023 MEDIA KIT

Meet Our Audience

1,989,850+
Digital reach

3,094,850+
Print + digital reach

<table>
<thead>
<tr>
<th>PRINT</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,105,000+ readers per issue</td>
<td>842,110+ UVs per month</td>
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<table>
<thead>
<tr>
<th>EMAIL</th>
<th>SOCIAL</th>
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<tbody>
<tr>
<td>170,760+ subscribers</td>
<td>160K+</td>
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Meet Our Audience

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
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<tbody>
<tr>
<td>Female</td>
<td>69%</td>
</tr>
<tr>
<td>Male</td>
<td>31%</td>
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<tr>
<td>Average HHI</td>
<td>$80,320+</td>
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<tr>
<td>Average Age</td>
<td>45</td>
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<tr>
<td>College+</td>
<td>73%</td>
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Source: Vividata (Fall 2022, Adults 18+), Google Analytics 12-Month Average (Jan-Dec 2022)
We reach almost 2 million Canadian women.

Compared to the average Canadian, the Chatelaine audience is:

- 100% more likely to have taken an action after reading an ad in a magazine
- 44% more likely to strongly agree that advertising keeps them up to date about products/services in the marketplace
- 109% more likely to have purchased a product/brand/service after seeing an ad in a magazine (print or digital)
- 58% more likely to strongly agree that advertising influences their purchase decisions

Source: Vividata Print + Digital (Fall 2022)
IN EVERY ISSUE

Culture
The season’s most anticipated new books, TV shows and movies.

Food
Delicious recipes that work for every day and special occasions from our cross-Canada Test Kitchen. Plus, the stories and people behind the cuisines we love, and our favourite new food products, cookbooks and kitchen gear.

Style
Fashion and beauty picks tailored to real life, with a focus on Canadian brands.

Life
Award-winning journalism on all the issues that matter to Canadian women.

Home
Joy-sparking decor inspiration.

Health
Science-based, no-BS health advice for women aged 35+.
WHAT WE OFFER
We’ll tailor your campaign to one (or all) of our robust media channels, whether it’s a print magazine ad delivered to the home of a devoted subscriber or digital custom content amplified across chatelaine.com and our social channels.

842,110+
UNIQUE VISITORS
MONTHLY

1,105,000
READERS
PER ISSUE

• ADVERTISING • EVENTS • BRANDED CONTENT
# Print

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<th>Issue</th>
<th>Space Close</th>
<th>Material Close</th>
<th>Impact Date</th>
<th>On-Sale Date</th>
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<td>February 8</td>
<td>March 3</td>
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<td>May 18</td>
<td>May 25</td>
<td>June 16</td>
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<td>July 19</td>
<td>July 26</td>
<td>August 18</td>
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<td>Winter</td>
<td>October 5</td>
<td>October 12</td>
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## RATES (NET)

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<th>DPS</th>
<th>OBC</th>
<th>IBC</th>
<th>½ PAGE</th>
<th>⅓ PAGE</th>
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<tbody>
<tr>
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<td>-</td>
<td>$28,170</td>
<td>$49,298</td>
<td>$35,213</td>
<td>$30,987</td>
<td>$18,311</td>
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<td>$13,733</td>
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<td>$18,311</td>
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<td>$11,902</td>
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Editorial Calendar

SJC

SPRING
Our 95th Anniversary Issue

Agenda Spring’s best books and TV
Style How to apply press-on nails; cute Canadian rain gear; new fashion and beauty products to know about; five Indigenous makers on sustainability
Home How to propagate houseplants; cheerful decor picks to give your bedroom a spring refresh
Health Does metabolism slow down as you age?; a genius hands-free dog leash; what you need to know about Lyme disease
Features Finding joy in divorce; meet the B.C. tree scientist soon to be played in a movie by Amy Adams; meet the woman already preparing for the next pandemic; inside the freebirthing movement
Food The best cake recipes from 95 years of Chatelaine; dairy-free cheeses even cheese freaks will love; an easy steak dinner; recipes for nacho night; recipes excerpted from Christine Flynn's A Generous Meal; recipes for marinated grain salads; the science behind perfectly deep-fried foods

SUMMER
The Made in Canada Issue

Agenda Summer’s best books and TV
Style The best bathing suits for all bodies
Home Room-transforming wallpapers
Health Why are we so scared of menopause?
Features Shania Twain is back and better than ever
Food The best ice cream recipes from 95 years of Chatelaine; grilling recipes, 30-minute brunch recipes; the science behind flavourful marinades; smoothie recipes; desserts made with matcha; a delicious weeknight watermelon and shrimp salad
FALL
The Harvest Issue

**Agenda** Fall's best books and TV

**Style** The 2023 Beauty Awards; Indigenous fashion showcase; how can I fix my sensitive, haggard, midlife skin?

**Home** Low cost, high impact kitchen updates

**Health** A guide to better brain health

**Features** How can we keep female politicians safe?

**Food** The best Thanksgiving recipes from 95 years of Chatelaine; an all-hands-on-deck dinner party that your guests help prepare; salty-sweet baking recipes; eggs for dinner; the science behind the perfect chocolate chip cookie

WINTER
The Holiday Issue

**Agenda** Winter's best books and TV

**Style** 100+ made-in-Canada gifts you'll feel great giving

**Home** 4 DIY holiday wreaths

**Health** Inside the latest research on protein—are you eating too much, or not enough?

**Features** The Doris Anderson Awards, our annual celebration of Canadians who demonstrate the same go-get-'em grit and ingenuity as our most iconic editor-in-chief

**Food** The best holiday cookie recipes from 95 years of Chatelaine
Digital

DISPLAY ADS
Standard Display: $25 - $30/CPM (NET)
Video: $40/CPM (NET)

We offer a variety of premium advertising placements across chatelaine.com. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.

HOMEPAGE TAKEOVER + POE
Starting at: $1,200/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 30K daily impressions on the homepage and most other points of entry.
Email

DEDICATED E-BLAST

Starting at: $9,300 (NET)

Our e-blast list is comprised of subscribers who have opted to receive communications from Chatelaine partners. Engage this audience through custom designed e-blasts that offer 100% SOV.

NEWSLETTERS

Ad Units: Big Box

Starting at: $9,800 (NET)

Chatelaine subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Align your brand with one of two curated newsletters based on your desired category, reach and frequency.

THE DISH

Our top stories, recipes, beauty, fashion and decor picks, horoscopes and special offers. Delivered several times a week.

Subscribers: 95,000+

FOOD

Easy weeknight recipes, no-fail baking ideas, our editors’ favourite kitchen hacks as well as special offers. Delivered to your inbox twice a week.

Subscribers: 38,000+
Social

With a combined following of 836K+, Chatelaine knows how to engage its followers on every platform that matters. In 2022, Chatelaine reached more than 10.49M people on Facebook and 4.9M people on Instagram.

Looking to reach Canadian women through social? More than 90% of Chatelaine’s Facebook and Instagram followers are female, and nearly 80% of our Facebook audience is based in Canada.
Branded Content

Storytelling is what we do, and we’d love to help tell your brand’s story. Our iconic media brands craft stories that resonate with Canadians, and our branded content team, Patron Studio, will lend that same editorial expertise to creating content that elevates your brand.

INTEGRATED EDITORIAL
Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content
Voice, look and feel of the content will match the brand's style

CUSTOM CONTENT
Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations
Voice, look and feel of the content itself will differ from the brand's style
Branded Content Case Study

TENA X CHATELAINE

A repeat customer for Chatelaine, Tena was looking to normalize honest conversations about female incontinence, a reality for 30% of women over 40. An integrated editorial partnership with Chatelaine brought the right target audience, and the ability to discuss this sensitive topic with candor and humour. The execution, a service-focused piece on understanding and fixing leakage, ran in print and digital, with a custom animated explainer video integrated into the digital destination. Social and newsletter drivers amplified the reach of the content.

22,000 PAGEVIEWS / 4X HIGHER PVS THAN BENCHMARK / 2X HIGHER THAN AVERAGE E-BLAST CTR
Signature and Custom Events

Whether it’s sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.

MARKETING, AWARENESS & REACH
We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE
Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content. Opportunity for print, digital and/or social post-event coverage.
We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 22 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada’s most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

MEET SJC MEDIA

Chatelaine is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.
Contact Us

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