UNAPOLOGETICALLY OURSELVES

FASHION is the #1 destination for progressive style-and-beauty fans across Canada. Our focus is to inspire Canadians of all shapes, sizes and gender identities and help them find the fashion and beauty products that work for their individual style. Our readers use clothing, accessories, hair and makeup to stand out in a crowd and to curate their visual identity. FASHION’s audience is unapologetic about who they are and how they choose to look. And so are we.

“I admire our readers so much—not just for their fashion enthusiasm but for the thought they put into their purchases. Our readers are open-minded yet discerning. They see hair, makeup and clothes as an expression of their values. And they are always on the hunt for something new because they are constantly evolving as people, both inside and out.”

—Bernadette Morra
Editor-in-Chief
MEET our AUDIENCE

4,373,616+
Monthly brand footprint (print + digital)

FEMALE 54% 50%
MALE 45% 50%
AVERAGE HHI $74,266 $71,916
AVERAGE AGE 37 33
COLLEGE+ 71% 71%
SOCIAL FOOTPRINT
tiktok 64K+
facebook 1.6M+
twitter 652K
instagram 277K+

PRINT 1,015,000+
readers per issue
DIGITAL 308,000+
UVs per month
EMAIL 29,566+
subscribers
SOCIAL 3,021,000+
followers

Source: Vividata (Spring 2023, adults 14+), Google Analytics 12-Month Average (Jan.–Dec. 2022)
They value quality, status and extravagance compared to the average Canadian, fashion readers are:

102% more likely to buy new products before most of their friends

119% more likely to take action after seeing an ad in a magazine

125% more likely to purchase a product/brand/service after seeing an ad in a magazine

79% more likely to pay more for products that elevate their status

Source: Vividata (Fall 2022, print + digital, adults 18+)
OUR CONTENT

SHELFIE
Our top picks of new beauty and grooming products to add to your stash.

FASHION NEWS
Shop openings, hot collabs and spotlights on must-see style TikTok stars.

TEXTURE TALK
How-tos and advice from people with super-curly hair.

JEWELLERY 101
We break down everything you need to know about a gem or material.

COLLECTING
A jewellery, accessory or fashion collector shares their trove and the reasons behind their passion.

MERCH
Three hot trends and tips on how to wear them.

WACHES
A watch lover shares the story behind their favourite timepiece, plus a sidebar featuring new styles.

DNA
A look at how a designer’s heritage impacts their creative process.

REGIMENS
Favourite products and tips from a beauty or grooming influencer.

GET TO KNOW
A profile of a fashion insider who is making waves in the industry.
SPECIAL ISSUES

THE CANADIAN ICONS ISSUE – SEPTEMBER

THE BEAUTY ISSUE – OCTOBER

SPECIAL JEWELLERY ISSUE – WINTER

EDITORIAL CALENDAR

MARCH
Top spring trends and how to wear them; best denim; spring beauty news, including hair care for all textures from fine to curly.

APRIL
Going green with style
The winner of FASHION’s countrywide search for Canada’s Most Stylish Thrifter is revealed; a guide to Canada’s best vintage stores; how celebs are going green on the red carpet.

SUMMER
Pride 2023 fashion and beauty trailblazers; spotlight on Indigenous creators for Indigenous History Month (June); looking your best as the heat rises with fashion and beauty inspo, swimwear and sun-safety tips.

SEPTEMBER
The Canadian Icons Issue
FASHION celebrates 2023’s most notable fashion and beauty insiders.

OCTOBER
The Beauty Issue
Winners of the 2023 Beauty Awards are revealed; best fall looks, with a spotlight on coats and boots.

NOVEMBER
Mental Health Issue
Fashion and beauty insiders share their tips for staying healthy; mood-lifting products and services; are creative people more prone to mental health issues?

WINTER
Special Jewellery Issue
New jewellery and watch styles; advice from the experts; a profile of a collector; an editorial shoot; FASHION’s Ultimate Gift Guide, including fashion, accessories, tech, beauty products and tools as well as gifts for pet parents and fashionable foodies.
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 FASHION subscriber or digital custom content amplified across fashionmagazine.com and our social channels.

316K+ unique visitors monthly

ADVERTISING

3M+ social followers

BRANDED CONTENT

EVENTS

Source: Vividata (Fall 2022), Google Analytics 12-Month Average (Jan.–Dec. 2022)
# PRINT

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

HOME PAGE TAKEOVER + POE

RATE: $1,000/DAY (NET)
Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 12K daily impressions on the home page and most other points of entry (POE).

DISPLAY ADS

Standard display: $25–$30/CPM (NET) Video: $40/CPM (NET)
We offer a variety of premium advertising placements across fashionmagazine.com. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.
Our e-blast list comprises subscribers who have opted to receive communications from FASHION partners. Engage this audience with an e-blast designed specifically for your event, promotion or product-sampling offer.

**E-BLASTS**

- **Subscribers:** 12,490+
- **Starting at:** $2,600 (NET)

This newsletter delivers the latest fashion and beauty news as well as stories for all ages, sizes, genders, ethnicities and orientations straight to the subscriber’s inbox.

**NEWSLETTER**

- **Subscribers:** 13,360+
- **Starting at:** $1,400 (NET) Ad units: Big Box

FASHION subscribers love seeing us in their inbox, as evidenced by our tremendous open rates that far exceed industry benchmarks. Our FASHION newsletter is distributed three times a week to an opt-in list of subscribers.
SOCIAL

Available from $2,600/Post

With a combined following of 3M+, FASHION has a robust social media audience. We know how to engage our followers on every platform that matters. In 2022, FASHION's Instagram content drove more than 4.5 million impressions. In just a year, FASHION has grown its TikTok account to more than 63K followers.

3.6M+
LIKES ON TIKTOK
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, 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.

The voice, look and feel of the content will match the brand’s style.

**SPONSOR CUSTOM CONTENT**

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations.

The voice, look and feel of the content itself will differ from the brand’s style.
To generate equity outside of winter and expand consumer perception as a fashion-plus-function footwear brand, Sorel partnered with FASHION on an immersive storytelling campaign with fashion-forward influencers Abby Albino and Mirian Njoh. Focusing on the concept of dopamine dressing, each creator shared a “get ready with me” vlog, weaving in commentary on personal style and integrating the Hi-Line boot. A street-style photo shoot added to the dynamic visuals, which were then used to create a long-form digital article, TikTok posts, IG reels and a behind-the-scenes video.

**BRANDED CONTENT CASE STUDY**

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<th>PV Benchmark</th>
<th>TikTok Views</th>
<th>Avg Time Spent</th>
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SIGNATURE & CUSTOM EVENTS

Whether you’re sponsoring one of our signature functions or working with us to celebrate a public or private special initiative, our virtual/hybrid or in-person events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as guest-list 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 the deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE

We offer 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.
FASHION is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans—a customer base that can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 23 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 with 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.
CONTACT US

Deidre Marinelli
deidre.marinelli@stjoseph.com
+1 416 617 0819

SJC Media
3 Benton Rd.
North York, ON
M6M 3G2