



MEDIA KIT
2017

For the Love of the Finer Things in Life



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STILE
MAGAZINE

TRILINGUAL PUBLICATION
English, French, Italian

10 issues per year

What is Stile...

Stile was launched in 2014 with a specific purpose in mind:

To promote, attract and captivate the community that celebrates Italian culture in our beautiful city and beyond.

We accomplish this mission by presenting authentic Italian style being expressed on all levels.

A style marked by excellence in categories such as: Lifestyle and Fashion, from great restaurants to our grandmother's kitchen, from catwalks in Milan and Rome, to Italian firms in Quebec and Canada!

Stile is for everyone who explores Italian culture with curiosity, passion and enthusiasm, and for those who wish to make it their own!





Stile, culture and...

Stile's italian lifestyle,

- Culture
- Lifestyle
- Luxury
- Fashion
- Interior design
- Italian food
- Tourism
- Beauty
- Sport
- Italian feelings
- Art
- Architecture
- And so much more...

Design your own Stile!

A professional team

Prestigious publication in three languages – English, French and Italian – Stile can rely on a set of first-order journalists who freely express their own opinions and represent all strata of society.

From a marketing and advertising perspective, Stile relies on an extensive network of representatives, graphic artists and highly experienced marketing operators.

Our advertisers are our partners

At Stile, we offer a unique opportunity to our advertising partners. Great visibility in a high end magazine with special features in Style, Fashion, Fine Cuisine, Architecture, Design and Decor ...

These alternatives to our advertizers: traditional ad placement or advertorials

You will reach women and men from 25 years old and more, who appreciate the Italian lifestyle, the best of Italy...

We can also create for you:
* Promotional events
* Tailored editions



Over 250,000 READERS*!

MONTHLY DISTRIBUTION

25,000 hard copies:

20,000 through over 500 distribution points

2,500 RUBINO Shoes, CIOT and JPMA, stores

1,500 Sponsors and Special Events

1,000 Personally addressed and shipped by POST CANADA

The best distribution to count on

*100,000 email subscribers

100,000 PDFs sent by email

*25,000 hard copies x 2 readers, PDF x 2 readers





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DEMOGRAPHIC READER PROFILE

Upscale readers, talented business owners
and professionals!

- GENDER Female 65%
 Male 35%
- AGE 18-24 15%
 25-40 50%
 41 + 35%
- INCOME 85% annual household
 income of \$150000 +

STILE
MAGAZINE



2017 RATES

ISSUES	1	3	6	
Full page	1,825.00 \$	1,715.00 \$	1,635.00 \$	1,555.00 \$
Half page	1,355.00 \$	1,295.00 \$	1,135.00 \$	975.00 \$
Quarter page (banner)	750.00 \$	605.00 \$	565.00 \$	520.00 \$
Third Page Vertical	1,000.00 \$	805.00 \$	750.00 \$	700.00 \$
Double Page Spread	2,950.00 \$	2,705.00 \$	2,565.00 \$	2,420.00 \$

COVER	1	3	6	
Page 3 (False inside cover)	2,555.00 \$	2,375.00 \$	2,150.00 \$	2,000.00 \$
C2/C3 (Inside covers)	2,555.00 \$	2,100.00 \$	1,995.00 \$	1,890.00 \$
C4 (Back cover)	4,500.00 \$	4,250.00 \$	4,150.00 \$	4,000.00 \$

Advertorial 1 page 2,250.00 \$ - 2 pages 3,750.00 \$

* All ads are in 4 colour process

TERMS AND CONDITIONS

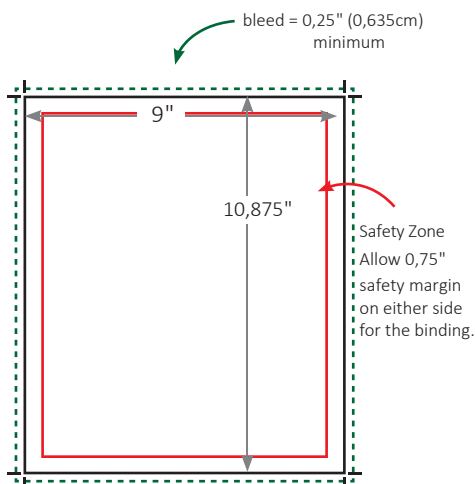
- These rates are only for the ad space. Additional fees will be charged for any work and / or adjustments of files received.
- The rates set out in this rate card exclude all taxes on products and services.
- This rate card is an integral part of the advertising contract between the parties hereto, which contains all the conditions of sale.
- A 50% deposit is required at time of booking ad space and the remaining 50% upon publication.
- Any amount paid late will bear interest at the monthly rate of 2%
- Notwithstanding the foregoing, if the customer's credit or ad agency is not established to the satisfaction of the publisher, the costs of such services must be paid in full prior to the publication of the advertisements.
- In case of default, the publisher may, at its discretion and without giving prior notice, terminate the contract. If the contract is terminated, the space used will be charged and must be paid at the rate shown on the rate card in effect at the relevant time he terminated the contract.
- Advertiser and advertising agency, if applicable, shall be jointly and severally liable for payment to the editor of the publication of the ad.
- The editor has the right, at all times, to refuse to publish an advertisement, regardless of whether the announcement was received or not, accepted or previously published, and with or without notice to the client or the advertising agency and without liability. If the client or the advertising agency refuses to supply another advertisement, the Publisher may terminate the contract by giving a twenty-four hour notice to this effect to the client or advertising agency.

5325 Jean Talon Est, Suite 208
Saint-Léonard, QC, H1S 1L4

T. 514 278-6399
F. 514 278-9737

info@stilemagazine.ca
www.stilemagazine.ca

Specifications		
Size	Width x Height (without bleed)	*(with bleed)
1/4 page vertical	3,875" x 5"	
1/4 page horizontal	7,75" x 2,25"	
1/3 page vertical	2,5" x 10,875"	
1/3 page horizontal	7,75" x 3,375"	
1/2 page vertical	3,875" x 10,875"	
1/2 page horizontal	7,75" x 5"	
1 page	9" x 10,875"	*9,5" x 11,125"
Double page Spread	18" x 10,875"	*18,5" x 11,125"



Technical specifications: All material supplied should be ready for positioning; dimensions should meet the technical requirements. Required material: digital files that include all graphic files, fonts (printing and postscript) of the advertisement. Provide a proof of the latest version of the advertisement.

Mac: Quark, Illustrator, Photoshop, InDesign, Acrobat (PDF/X-1A -300 dpi).

PC: Acrobat (PDF/X-1A - 300 dpi).

Supports : CD-Rom, DVD, e-mail or FTP.

E-MAIL ADDRESS: mj@stilemagazine.ca

*Bleed : Allow 1/2" on either side for the perfect bind.

Rich Black: for large masses using black ink, provide a black 4-color process (60% C, 40% M, 20% Y, 100% K).

Crop marks: Ensure that the crop marks are set to 9 points (rather than 6 points by default).

NOTE: For those who wish to get their ad produced by our Creative Department, please use the form supplied with your contract. Additional charges may apply.

Standards pubs

- Name files with the name of the advertiser.
- Indicate your contract number.
- Upload the file via wetransfer.com

FILE DELIVERY:

We recommend the use of [wetransfer](http://wetransfer.com) to send us your final ad material to the attention of coordo@stilemagazine.ca
C.c mj@stilemagazine.ca

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2017 CALENDAR

Issue Date	Space Close	Material Close
FEBRUARY	Jan. 17	Jan. 20
MARCH	Feb. 15	Feb. 22
APRIL	March 15	March 22
MAY	April 19	April 26
JUNE	May 18	May 25
JULY-AUG.	June 16	June 23
SEPTEMBER	Aug. 16	Aug. 23
OCTOBER	Sept. 15	Sept. 22
NOVEMBER	Oct. 16	Oct. 23
DEC.-JAN.	Nov. 17	Nov. 24

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