

CANADA'S Nº1 FASHION & BEAUTY MAGAZINE

FASHION

BRINGING THE WORLD OF FASHION HOME

FASHIONMAGAZINE.COM





FASHION IS CANADA'S NUMBER ONE FASHION AND BEAUTY MAGAZINE

BRINGING THE WORLD OF FASHION HOME

From the runways of New York, London, Milan and Paris, to the shops of Vancouver, Calgary, Edmonton, Toronto, Montreal and the rest of Canada, *FASHION* brings the world of fashion home to its style-conscious readers. With ahead-of-the-curve looks at international trends, up-to-the-minute reports on what's in Canadian stores now and expert takes on the worlds of fashion, beauty and style, *FASHION* delivers the content its readers crave.

FROM OUR EXPERTS TO YOUR CUSTOMERS

Our editors and contributors travel to and live in the style capitals of the world. Every issue is filled with up-to-the-minute news from the world's top runways and up-to-the-register details on Canada's best fashion and beauty shopping. *FASHION*'s editorial experts deliver the best finds in each city, introduce readers to the personalities behind Canada's fashion, beauty and retail scene, and celebrate the designers, retailers, spa owners and hair stylists who make it all happen. Our readers get into the action too. Our **Readers' Choice Beauty Awards** get bigger every year, with thousands of women logging onto fashionmagazine.com to tell us what products they can't live without.

REACHING CANADA'S FASHION- AND BEAUTY-OBSESSED READERS

Want to reach Canada's Label Queens? Do it through the pages of *FASHION*. Our readers are 36% more likely than the average Canadian woman to be classified as Label Queens by PMB*. *FASHION*'s readers love to shop, and they turn to *FASHION* for the latest advice on where to indulge their favourite pastime.

MORE SHOPPING THAN EVER!

FASHION's regional section covers Canada's key shopping cities, including Toronto, Calgary, Edmonton, Vancouver, Montreal and more in one national shopping section, appropriately titled **Fashion Shops**. This larger **Fashion Shops** section allows us to cover more products across Canada. Our beauty coverage within the section highlights Canadian salons, spas and beauty boutique industries. **Fashion Shops** is easy to use, easy to find—and easy to shop from.

SHOW ME HOW! SHOW ME WHERE!

From insider secrets of what's hot to expert takes on where to get the latest looks now, *FASHION* delivers what readers need to create their personal style statements.

*Source: PMB 2009 Fall, English Women 12+

TOTAL CIRCULATION 144,650

FREQUENCY: 10 issues

TOTAL READERS 12+: 1,922,000

Ontario: 1,033,000

British Columbia: 265,000

Quebec: 170,000

Alberta: 201,000

Atlantic Canada: 116,000

Manitoba/Saskatchewan: 136,000

GENDER SPLIT:

79% female/21% male

AVERAGE AGE (FEMALES): 34

Aged 12-17 313,000

Aged 18-24 303,000

Aged 25-34 237,000

Aged 35-49 332,000

Aged 50+ 264,000



FAST FACTS

IN TERMS OF PSYCHOGRAPHICS, THE FASHION READER IS...

58% more likely to look for labels when shopping for clothes

26% more likely to try to keep abreast of changes in style and fashion

36% more likely to like to change their appearance with cosmetics

72% more likely to be the first to own new electronic products

35% more likely to spend \$50+ on makeup in the past 30 days

39% more likely to spend \$100+ on face and body skincare in the past 30 days

57% more likely to spend \$2,500+ on women's clothing in the past 12 months

77% more likely to spend \$500+ on footwear in the past 12 months

45% more likely to be the first of their friends to try new products

32% more likely to buy products that offer the latest in new technology

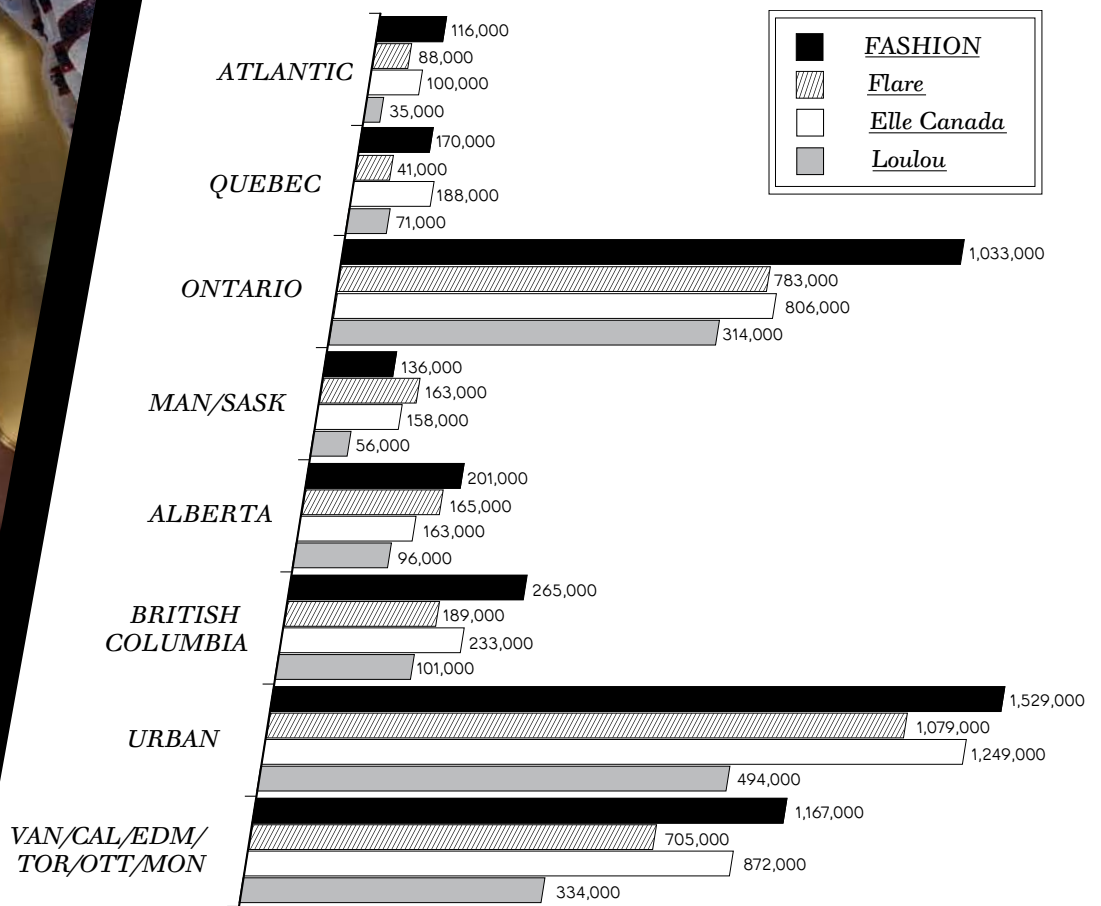
49% more likely to enjoy being extravagant

Source: ABC December, 2009, PMB 2009 Fall, English Women 12+



REACHING THE TOP MARKETS COAST TO COAST

FASHION reaches 34% more Canadians than Flare (1,922,000 vs. 1,429,000), 17% more than Elle Canada (1,922,000 vs. 1,648,000) and 185% more than Loulou Eng (1,922,000 vs. 674,000).



- *FASHION* reaches 66% more Canadians than Flare, 34% more than Elle Canada and 249% more than Loulou (Eng) within the vital markets of Vancouver, Calgary, Edmonton, Toronto, Ottawa, and Montreal.

- *FASHION* reaches 45% more Canadians than Flare, 20% more than Elle Canada and 202% more than Loulou (Eng) within Ontario, BC and Quebec.

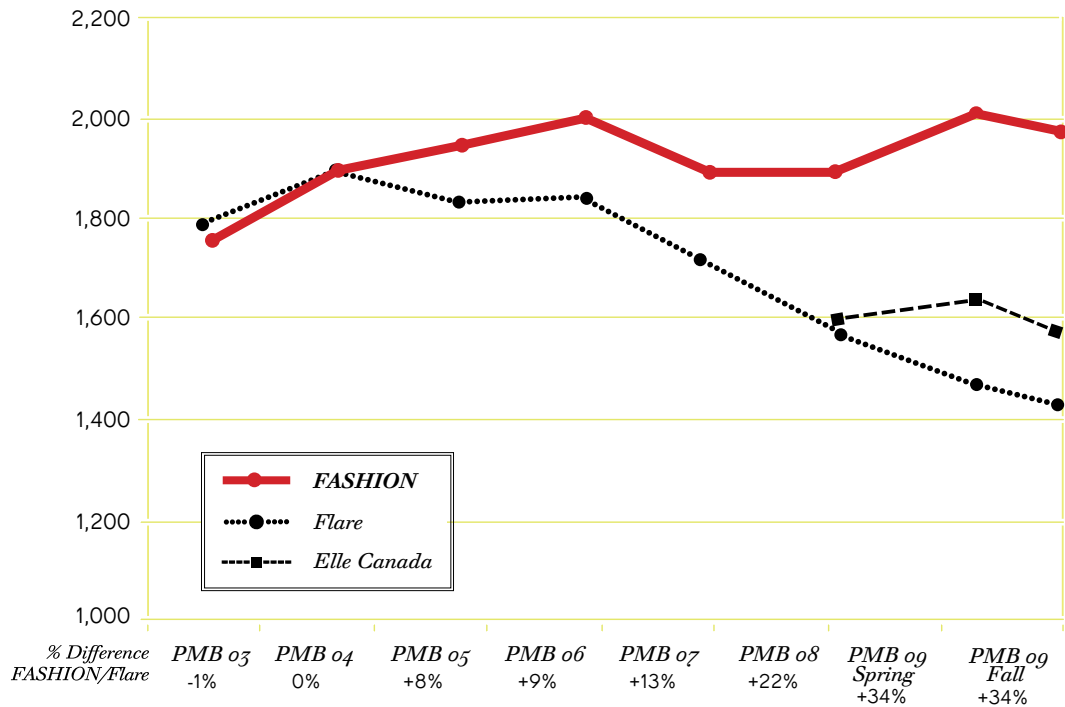
Source: PMB 2009 Fall, Total Canada 12+



FOR OVER SIX YEARS

- *FASHION* reaches 34% more Canadians per issue than Flare!
- *FASHION* reaches 17% more Canadians per issue than Elle Canada!

TOTAL CANADA 12+

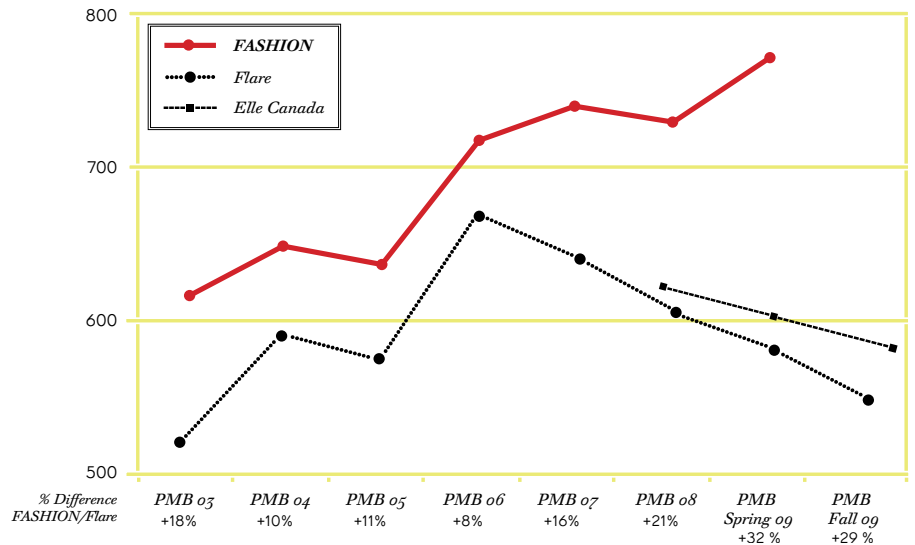




FASHION OWNS VECTOM MARKETS

- **FASHION** reaches **29%** more Canadians within VECTOM markets per issue than Flare!
- **FASHION** reaches **16%** more Canadians within VECTOM markets per issue than Elle Canada!

ENGLISH WOMEN 18+, VECTOM



- **FASHION's** online viewership is **12%** higher than the Average English Woman, age 18-34 and **19%** higher for Women age 25-49

Source: PMB 2009 Fall, Average time spent online in past 7 days (minutes)
 *VECTOM = Vancouver, Edmonton, Calgary, Toronto, Ottawa, Montréal



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FEBRUARY
The Love Issue

FASHION FILE: Runway Preview, Plus the Return of Fashion Illustrations

BEAUTY: The 2010 Beauty Awards

HEALTH: The Science of Monogamy

CULTURE: When Love Turns to 'Stuff'

FOCUS: Lingerie

MARCH

The Trends Issue

FASHION FILE: The Trend Report

THE LIST: Spring's New Essentials

BEAUTY: Spring Trend Report/
Custom Nail Colours

CULTURE: Trend Report

FOCUS: Cosmetic Surgeons

APRIL

The Shopping Issue

FASHION FILE: Pop-up Shops/Ones to Watch

THE LIST: The Accessories Package

BEAUTY: The Fragrance Package/
Green Shopping List

HEALTH: Travel Fitness

Destinations/ In Therapy

CULTURE: 48 Hours/Art Collectors

FOCUS: Specialty Sizes

2010 EDITORIAL CALENDAR: 10 Trend-Packed Issues

MAY

The Age Issue

FASHION FILE: Style at Every Age/
How Designer Collaborations are
Keeping the Industry Alive

THE LIST: Canadian Fashion Industry
Insiders

BEAUTY: Rejuvenation-International
Spa Focus/Skincare-Facial Serums

CULTURE: Age Essays

FOCUS: Manicures, Pedicures
and Waxing

SUMMER

Summer Style

FASHION FILE: Behind the Scenes
at Premier Vision

THE LIST: Swim Trends Plus Best
Summer Buys for Under \$100

BEAUTY: Sunscreen Plus Beauty-
The Treatments We'd Rather
not Discuss

HEALTH: Trends in Running

CULTURE: 48 Hours, Interviews
and More

FOCUS: Swimwear

AUGUST

The Model Issue

FASHION FILE: Fall Runway Preview

FOCUS: Hair Salons

SEPTEMBER

The Fall Trend Report

FASHION FILE: Runway Trend Report

FOCUS: Shoes, Boots and Bags

OCTOBER

The Fall Shopping Issue

FOCUS: Designer Labels

NOVEMBER

The Escape Issue

FOCUS: Full-service Spas

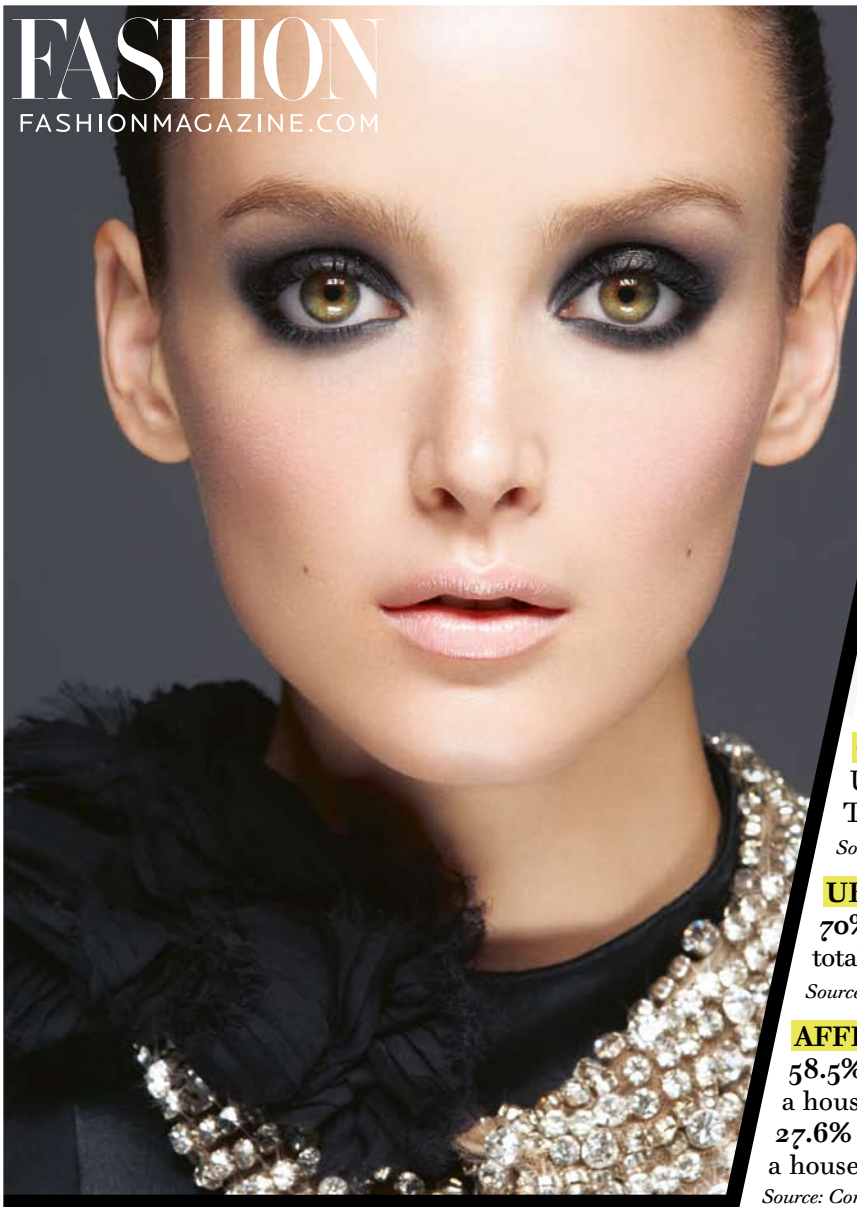
WINTER 2011

The Holiday Issue

CULTURE: Entertaining

EXCLUSIVE: Gift Guide

FOCUS: Glasses, Watches
and Jewellery



YOU'LL REACH AN AUDIENCE THAT IS:

GROWING

Unique users/month: **131,000**
Total PV/month: **569,000**

Source: Google Analytics (Ending Nov. 2009)

URBAN

70% of fashionmagazine.com's total audience is from urban centres

Source: Google Analytics

AFFLUENT

58.5% of our audience has a household income of **\$60,000+**
27.6% of our audience has a household income of **\$100,000+**

Source: ComScore Media Metrix, January-March 2009

FASHIONMAGAZINE.COM

Bringing the world of fashion home—online

Fashionmagazine.com delivers, offering an exciting opportunity to reach online users with targeted, timely messages. We deliver expert fashion and beauty information and offer an ideal editorial environment to complement your message. Our contests generate **over 5,000 entries on average**, so you're able to connect with a motivated, loyal and active user group.

Better than ever!

Fashionmagazine.com is bigger and better, the site has a new design, more slideshows, award-winning videos, blogs and expanded newsletter offerings. We're bringing even more of the world of fashion home than ever before.

FASHIONMAGAZINE.COM OFFERS THE EDITORIAL STRENGTHS OF THE *FASHION* BRAND, WITH ADDITIONAL BENEFITS:

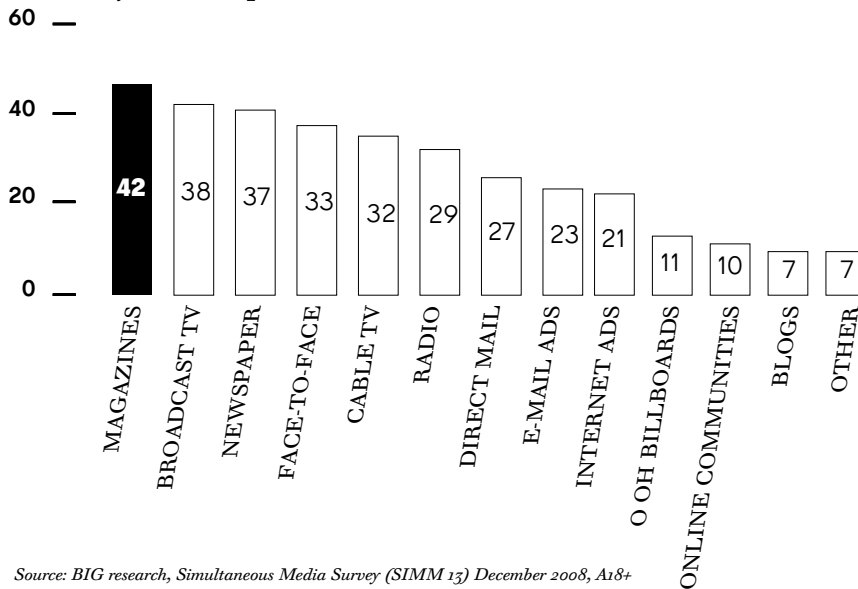
- ABILITY TO ADVERTISE TIME-SENSITIVE PROMOTIONS, OFFERS, EVENTS
- ABILITY TO TARGET ADS GEOGRAPHICALLY
- INTERACTIVE PROGRAM DEVELOPMENT



MAGAZINE+ONLINE DELIVER

MAGAZINES TRIGGER ONLINE SEARCH

Magazine readers are more likely to start a search online after reading a magazine. Magazines are great sources of info about new products and services providing the catalyst and inspiration to find out more.

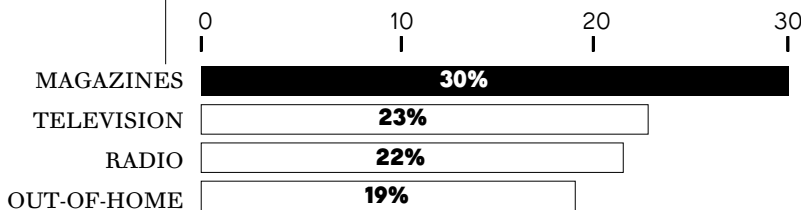


Source: BIG research, Simultaneous Media Survey (SIMM 15) December 2008, A18+

MAGAZINE ADS LEAD TO PURCHASE AFTER SEARCH

Readers who saw an ad in a magazine are more likely to purchase after initiating a search. Magazines provide consumers with ideas about what to purchase.

% who made a purchase after seeing an ad and conducting search



Source: Jupiter Research In-Market Media Usage Survey, 2007

MAGAZINE WEBSITES DRIVE TO RETAIL STORES

Ads on magazine websites generate 71% more in-store traffic than ads on general web portal sites, and 22% more online traffic to the advertiser's web site.

VIEWED ADS ON	CHECKED OUT COMPANY WEBSITE	REQUESTED MORE INFO	GONE TO STORE TO CHECK OUT PRODUCT
MAGAZINE WEBSITE	45%	28%	29%
NETWORK TV WEBSITE	38%	19%	19%
CABLE TV WEBSITE	38%	19%	20%
ONLINE ONLY NEWS & INFO	42%	23%	26%
WEB PORTAL SITE	37%	23%	17%
USER GENERATED CONTENT SITE	35%	14%	14%

Source: Eyes on the Internet, Online Publishers Association, June 2007



ADVERTISING POSITIONS: *IAB Standard Ad Units*

	<i>Size</i>	<i>Rates</i>
* Upper Big Box	300 X 250 pixels	\$30 CPM
* Leaderboard	728 X 90 pixels	\$30 CPM
* Lower Big Box	300 X 250 pixels	\$20 CPM
* In-Blog Banner	560 x 90	\$25 CPM
* Ad Button	125 X 125 pixels	\$500/mnth
* Voken	400 X 400 pixels	\$40 CPM
* Earlug	125 X 125 pixels	\$1200/mnth
* Expanding Units		\$40 CPM
* Text Links		\$350/mnth

Other online positions

- **E-NEWSLETTER INSERTION \$75 CPM**
Target your message to a highly loyal and receptive audience. Our *FASHION* Magazine 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 \$125 CPM**
Customize your message to *FASHION* Magazine's opt-in subscriber list with an e-blast designed specifically for your event, promotion or product sampling offer.
- **STANDARD CONTEST PROGRAM***
\$2,000 for 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; homepage text link and 600 X 100 contest banner; contest promotion in one e-newsletter deployment; data capture at the close of the contest period; and a hyperlink to your website.
- **CUSTOM OPPORTUNITIES**
Fashionmagazine.com offers many unique opportunities to capture the attention of our loyal audience. Examples of microsites, sponsored surveys, integrated content, slideshows, quizzes, video, custom or preroll video packages and more can be presented and customized to your specific marketing needs.



2010 NATIONAL RATE CARD

National Edition

FOUR COLOUR	1X	2X	4X	6X	8X	10X
PAGE	21,390	20,970	20,525	20,100	19,685	19,250
DPS	39,555	38,755	37,980	37,185	36,390	35,605
2/3	19,290	18,910	18,530	18,140	17,755	17,370
DIGEST	17,115	16,770	16,430	16,095	15,750	15,410
1/3	12,840	12,575	12,320	11,950	11,815	11,545

COVERS OBC - 28,955 IBC - 26,430 IFC - 27,670

2010 ADVERTISING SCHEDULE

	AD CLOSE	AD MATERIAL DUE	SUBS IN MAIL	ON SALE
FEBRUARY	December 2	December 4	December 23	January 11
MARCH	January 6	January 8	January 27	February 8
APRIL	February 3	February 4	February 24	March 8
MAY	March 10	March 11	March 31	April 12
SUMMER	April 21	April 22	May 12	May 24
AUGUST	June 2	June 3	June 23	July 5
SEPTEMBER	June 30	July 8	July 28	August 9
OCTOBER	August 11	August 12	September 1	September 13
NOVEMBER	September 8	September 9	September 29	October 11
WINTER	October 13	October 15	November 3	November 15

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.



DIGITAL FILE SPECIFICATIONS

ADVERTISING MECHANICAL REQUIREMENTS

	NON-BLEED TRIM (WxH)	BLEED TRIM (WxH)
DPS	7.5" x 10"ea.pg.	16.5" x 10.875"
Full Page	7.5" x 10"	8.25" x 10.875"
1/2 DPS	7.5" x 5"ea.pg.	16.5" x 5.4375"
2/3 Vertical	4.875" x 10"	N/A
1/2 Vertical (Island)	4.875" x 7.4375"	N/A
1/2 Horizontal w/ bleed	7.5" x 5"	8.25" x 5.437"
1/3 Square	4.875" x 5"	N/A
1/3 Vertical	2.375" x 10"	N/A
1/6 Vertical	2.375" x 4.875"	N/A

TRIM: Actual size of magazine page.

BLEED: Area outside of magazine page printed to ensure full coverage. Ads built to bleed trim should allow an additional 1/8" on all sides.

SAFETY: Area within which all copy, logos, borders or other graphic elements should appear. Ads built to bleed trim size must keep critical material within 1/4" from the trim on all sides.

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 PDFX1a files (ensure that files are 300 dpi).
- Include 1/8 bleed trim 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 sizes smaller 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 Proofing Requirements) generated from the supplied PDF-X1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- Production charges will apply for any in-house design services. Contact Account Manager for rates.
- 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.
- **St. Joseph Media** reserves the right to refuse any or all copy deemed by **St. Joseph Media** to be unsuitable.
- All advertising materials will be destroyed by **St. Joseph Media** if not requested within one year after date last used.

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 (PDE, tear sheets, 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://magazinescanada.ca/dmacs.php?cat=dmacs>
- EPSON proofs are available at \$50 each.

AdDirect Upload Information



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

adirect.sendmyad.com