



SHEER
CANADA

MEDIA KIT

2018 - 2019



MEET SHE

CANADA'S ONLY NATIONAL SOUTH ASIAN LUXURY/LIFE-STYLE PUBLICATION

SHE Canada is a bi-monthly fashion and lifestyle glossy brought out by a Canadian company. It is a sister publication of South Asia's SHE Magazine, which has been in print for over 50 years and boasts one of the highest English language readerships in Asia.

SHE Canada's features are sophisticated, timely and comprehensive covering a wide range of topics, traversing cultural boundaries. We have something of interest for everyone in the magazine, from young men and women who want to know what trends are worth investing in, to parents who are looking for better suggestions when shopping for their children. Our readers also look forward to reading features addressing pertinent issues around us.

SHE Canada is ideal for reaching this expanding and diverse market - a market fully integrated into mainstream populace; it is mains that increasingly displays interest I this fashionable, vibrant, lucrative and rich culture. We are, simply put, one of the most effective and innovative vehicles for your advertising message.

SHE Canada is much more than a beautiful cover. You will find each issue to have a theme and content to get our readers thinking. Our pages are filled with compelling stories and opinion pieces that address relevant issues in the Canadian milieu in particular and the world in general. This is beautifully buffeted with the latest in fashion,

beauty and lifestyle news.

Each issue's cover story spotlights newsmakers of the day as well as legendary personalities. We have shared insights into the lives of Coco Chanel, Lady Diana and Mother Teresa, showcasing facets of their lives that haven't been known earlier.

We have sat down with Quantico star Priyanka Chopra and Cara Delevigne for exclusive tête-à-têtes on how their careers have shaped up.

Always at the forefront of fashion, SHE is invited to shows at the London, New York and Paris Fashion Weeks, internationally, and the Toronto Fashion scene at home to bring to its readers an inside glimpse into the latest trends and behind the scenes look at the exciting world of fashion and beauty.

In the past we have partnered with brands like Pantene, L'Oréal, RapidLash, Institut Esthederm, Febreze and Maybelline to introduce the latest innovations and releases to our readers.

THE MARKET

25%

The percentage of the total visible minority that South Asians occupy

37%

of South Asians are between the ages of 25-44

13%

of the population in the GTA is South Asian

32.8%

The median age of South Asians, Canada's largest visible minority

20.6%

of immigrants who identified as South Asian came to Canada between 2006 and 2011

53.2%

of South Asians have lived in Toronto

4.8%

The percentage the South Asians occupy out of Canada's total population

16.1%

of South Asians have lived in Vancouver

30.7%

of South Asians were born in Canada

70%

of all consumer spending will come from South Asians in the next 10 years

9,000

Our current readership

The average income of a South Asian household is
\$102,500

13%

of the population in the GTA is South Asian



ISSUE HIGHLIGHTS



THE BEAUTY ISSUE:

Issue 5

There's nothing like kicking back with a magazine in the summer months. That's why our summer issue features the very best of what SHE is known for: eclectic fashion, cutting edge beauty and the very best in celebrity features. This issue also focuses on the youngest demographic of trendsetters, Generation Z. This tech savvy cohort walks SHE through what's cool this summer and pre-views what to expect going back-to-school.



THE FALL ISSUE:

Issue 6

This issue gears readers up for Diwali, the festival of lights. From gift guides to internet-breaking "get-that-look" tutorials, this issue ensures readers are prepared for family get-togethers to nights out on the town. It's also never too early to start working on yourself. With our comprehensive fitness guide, you'll be feeling your best in no time. After all, wedding season is only six months away!

THE HOLIDAY ISSUE:

Issue 1

Getting you through the winter blahs by providing you the latest beauty trends to keep your skin and hair in top form during the busy season. As we ring in the new year, this issue will also get you started on a brand new year of designs, accessories and trends to watch out for.



THE LOVE ISSUE:

Issue 2

Celebrating Valentine's Day and all of the fashion we love with a special focus on the relationship you want or are already in. Looking forward to the latest spring and summer trends to get rid of the winter blues. Special focus on Holi.



THE SPRING ISSUE:

Issue 3

Showcasing the hottest and trendiest places to take a break and revive yourself in the new season. Also the jewelry issue, featuring the best baubles from even the farthest reaches of the interwebz. This issue will also prepare readers wardrobe for fun and fabulous events that come with the warmer weather.

THE SUMMER ISSUE:

Issue 4

Ramadan and Eid are just around the corner! This issue brings you the very best beauty and styling tips to prepare for this festive time of the year. We'll also focus how to put together the perfect fall-appropriate #ootd.



NATIONAL RATECARD: 2018/2019

COLOR-REGULAR INSERTIONS	1 ISSUE	3 ISSUES	6 ISSUES	10 ISSUES
Double Page	\$4,750	\$4,500	\$4,250	\$4,000
Full Page	\$3,500	\$3,250	\$3,000	\$2,750
Half Page	\$2,000	\$1,750	\$1,500	\$1,250
Quarter Page	\$1,500	\$1,250	\$1,000	\$750

PREMIUM INSERTIONS	1 ISSUE	3 ISSUES	6 ISSUES	10 ISSUES
Double Page	\$6,000	\$5,750	\$5,500	\$5,250
Full Page	\$4,500	\$4,250	\$4,000	\$3,750

4C-LITTLE BLACK BOOK	3 ISSUES	6 ISSUES	10 ISSUES
1/8 Page	\$550	\$500	\$450

SAMPLING	1 ISSUE	3 ISSUES	6 ISSUES	10 ISSUES
SUBSCRIBER BAGS	\$3,000	\$2,750	\$2,500	\$2,250
EVENTS	\$4,500			

WEB BANNER ADS	TOP (960X120)	SIDE (160X600)	SIDE (180X150)	BOTTOM (960X120)
Homepage	\$299/month	\$199/month	\$199/month	\$99/month
Inside Page	\$199/month	\$149/month	\$199/month	\$49/month
VIP Package	\$599/month	—	—	—

SOCIAL MEDIA	BLOG POST	VIDEOS	GIVEAWAYS
1/8 Page	\$1,000	\$850	\$500

MAGAZINE CREATIVE SPECS

DIMENSIONS	LIVE MATTER	TRIM SIZE	BLEED SIZE
1/4 page horizontal	3.734" x 5"	4.187" x 5.437"	4.437" x 5.687"
1/4 page vertical	5" x 3.734"	5.437" x 4.187"	5.687" x 4.437"
1/2 page horizontal	7.875" x 5"	8.375" x 5.437"	8.625" x 5.687"
1/2 page vertical	4.562" x 11.125"	4.312" x 10.875"	4.562" x 11.125"
1 page	7.875" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
Double page spread	16.25" x 10.375"	16.75" x 10.875"	17" x 11.125"

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How to supply art materials and creative:

InDesign files, including all fonts, images at 300 dpi saved as EPS, TIFF or PDF. **NO DCS FILES PLEASE.** All colours edited in CYMK, along with a B/W laser proof or colour proof. Files can be supplied on a CD, DVD or via our FTP. Contact us for more details.

Quality: Cover: 100lb Paper-Stock with UV coating.

Inside: 60lb Paper Stock #2 (glossy)



DATES & DEADLINES

ISSUE	BOOKING DATE	ARTWORK SUBMISSION	ON-SALE DATE
1--Holiday	October 1st	October 15th	December 1st
2--Love	December 1st	December 15th	February 1st
3--Travel	February 1st	February 15th	April 1st
4--Summer	April 1st	April 15th	June 1st
5--Beauty	June 1st	June 15th	August 1st
6--Fall	August 1st	August 15th	October 1st



OUR PRESENCE

Listed in QSP and CCRP catalogs to obtain paying subscribers from all over Canada.

Participation in events as media partners builds brand awareness. Events include the Made by Hand Show and Polo For Heart.



As a member of Magazines Canada, SHE Canada actively works to raise its profile and grow circulation.

SHE Canada's presence on newsstands and in promotional campaigns ensures maximum exposure

CIRCULATION & DISTRIBUTION

SHE Canada is distributed and showcased at a host of independent book retailers and newsstands across Canada including:

- Gateway Newsstands
- Wal-Mart
- Sobey's
- Rexall/PharmaPlus
- Shopper's Drugmart
- Metro
- LS Travel
- Chapters Indigo

SHE Canada is proud to be a national magazine

Copies of SHE Canada will be available by subscription forms in the magazine

Our subscription form is also available online at: <http://shemagazine.ca>.

Promotional copies will be available for media, public relations agencies, advertising agencies, advertisers, and at a host of targeted events nationwide.

For more information regarding advertising, please contact:

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