



{ MEDIA KIT }

GLOBE STYLE • ALL ASPECTS OF STYLISH LIVING

HOME & DESIGN



FASHION & BEAUTY



ENTERTAINING





SPEND TIME } { WITH } { STYLE }

With its insightful and authoritative editorial on all aspects of stylish living, Globe Style is the perfect weekend read for those with discerning taste. With no meetings to attend and no alarms going off, it's the "me" time our readers look forward to.

Globe Style is a magazine-inspired reading experience for trendsetters, style influencers and tastemakers. Printed with rich, bold colours, Globe Style connects with readers every Saturday, when they're in a position to spend time with and act upon your brand advertising.



FASHION & BEAUTY

From updates on the classics to modern trends, the fashionable **Amy Verner** lets our readers in on the secrets to modern, stylish living.



ENTERTAINING

Hosts **Lucy Waverman** and **Beppi Crosariol** inspire our readers with quick, gourmet recipes and perfect pairings - because a refined palette is the pinnacle of style.



HOME & DESIGN

The newest addition to the Globe Style team, **Sarah Richardson** invites readers in on the tips and tricks behind her latest room redesign.

{ THE GLOBE STYLE READER }

WHO SHE IS AND WHAT SHE SPENDS*

- Globe Style's readership is **68% female**
- **35 to 65 years young**, with significant growth in the **18 to 49 segment**
- She has an average household income of **\$97k**
- She is a manager, entrepreneur, professional and executive
- Her tastes are discerning and she will act upon her desire to surround herself with style and beauty



\$1.9 billion on home improvements
\$101 million on home furnishings
\$22 million on home accessories
383,000 cans of paint a year



\$33 million a week on groceries
5 glasses of wine each week, on average
\$20, on average, on a bottle of wine

\$202 million on clothing
\$96 million on make-up
\$89 million on skincare
\$52 million on shoes



{ STYLE SPEAK }

OUR READERS ARE TALKING**

“ I like when they give me price ranges for products... something for everyone ”
 – Christine, 37, Lawyer

“ The redesign is amazing...the colour...the quality...even the ads are art ”
 – Joanne, 39, Doctor

“ The STYLE sections...it's 'me' time I look forward to. ”
 – Alice, 41, Project Manager

“ I look forward to the beauty product review each week and I've gone out and purchased the product that they featured. ”
 – Jessica, 26, Nurse

{ 2012 RATES & FORMATS }

SATURDAY

General Rates

Transient	\$19.69
\$25,000	\$17.35
\$50,000	\$16.95
\$100,000	\$16.55
\$150,000	\$16.15
\$250,000	\$15.77
\$350,000	\$15.29
\$500,000	\$14.83
\$750,000	\$14.35
\$1,000,000	\$13.89
\$1,500,000	\$13.41

AD FORMATS

Full Page
10 columns x 280 agates
251mm x 508mm
9.88" x 20.00"

1/2 Page Horizontal
10 columns x 140 agates
251mm x 254mm
9.88" x 10.00"

1/2 Page
5 columns x 280 agates
123.5mm x 508mm
4.86" x 20.00"

1/6 Page
5 columns x 93 agates
123.5mm x 168mm

1/2 Page Horizontal
10 columns x 93 agates
251mm x 168mm
9.88" x 6.64"

1/4 Page
10 columns x 140 agates
123.5mm x 254mm
4.86" x 10.00"

1/4 Page
6 columns x 118 agates
149mm x 214mm
5.86" x 8.43"

1/6 Page Horizontal
10 columns x 47 agates
251mm x 85mm
9.88" x 3.36"

CLOSING DATES

Ad Booking: 16 days prior to issue date.
Material: 10 days prior to issue date.
Please see editorial calendar for individual dates.
Visit GlobeLink.ca for more information.

YOUR CONTENT. OUR STYLE.

Explore unique advertorial or custom content opportunities to connect your brand with our discerning audience.

CONTACT OUR SALES TEAM TO FIND OUT HOW GLOBE STYLE CAN HELP ENHANCE YOUR BRAND.

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