



ADVISOR

THE HANDBOOK FOR REFINED LIVING

NATIONAL MEDIA KIT 2012



**HOT
TRENDS IN**
*fashion & beauty
home & design
food & entertaining*



GRAND ENTRANCE

THE GLOBE STYLE MAGAZINE

Introducing Globe Style Advisor – a **64 page premium magazine** filled with the insightful and authoritative editorial so coveted by our readers. Distributed in spring and fall, Globe Style Advisor is the **definitive style guide** in both print and digital format. With advertising opportunities alongside premium editorial content, your brand becomes part of the curated conversation surrounding all aspects of stylish living through Globe Style Advisor.

As in Globe Style, Globe Style Advisor maintains an insightful, authoritative voice on all aspects of the style equation. Exclusive editorial content, prestigious imagery and design, and high quality stock create a magazine experience that places style in the larger cultural context of Canadian life.

SHE'S
GOT
STYLE

Passionate and loyal with discerning tastes, our readers are what make Globe Style Advisor stand out. Predominantly female, her career sets her in the **\$97k** income bracket. Her desire for stylish living motivates her purchases: Last year, our collective readership spent over **\$400 million** on fashion and beauty products, **\$3.3 billion** on home improvements and décor and **\$1.7 billion** a year on grocery purchases. By positioning quality brands alongside premium content, Globe Style Advisor creates an opportunity for you to become part of the seasonal conversation about style.*



“GLOBE STYLE ADVISOR IS THIS SEASON’S STYLE MUST-READ, COVERING EVERYTHING YOU’LL WANT AND NEED FOR TRULY REFINED LIVING.”

— Danny Sinopoli, Editor Globe Style and Globe Style Advisor.



SPEND TIME WITH STYLE ADVISOR

Hand-delivered on a **Friday** in both spring and fall to **passionate subscribers**, Globe Style Advisor reaches our female readership when they are most able to **engage with** our content, and your brand.

The oversized magazine format of Globe Style Advisor elevates the publication to a point of reference readers will consult over the course of the season. Globe Style Advisor will also be available online through our digital Ezine, complete with interactive features catering to our monthly 4 million online readers and over 1 million readers on Globelife.com (October.2011).



FASHION & BEAUTY

The sartorially savvy Amy Verner and the Fashion & Beauty team keep our readers looking their best from season to season.



ENTERTAINING

Food & Drink experts Lucy Waverman and Beppi Crosariol equip readers with the recipes and wine knowledge they need to take dinner parties to a new level.



HOME & DESIGN

From the smallest details to rooms that wow, the Home & Design team – including our newest addition, Sarah Richardson – inspire readers to surround themselves with style.

RATES AND FORMATS

NATIONAL RATES (INCLUDES EZINE)

	One Guide	Both Guides
Full-Page	\$25,625	\$23,050
Half-Page	\$15,375	\$13,830

1. Rates quoted are net.
2. Rates quoted per insertion.

Available Formats: Full and Half Pages.

Publishing Frequency: Twice Yearly (Spring & Fall).

Distribution: Home Subscribers, International Airport Lounges, Digital Ezine.

SPRING ISSUE

Publication date: Friday, April 13

Space close: Monday, March 12

Material deadline: Wednesday, March 21

FALL ISSUE

Publication date: Friday, September 14

Space close: Monday, August 13

Material deadline: Wednesday, August 22



PREMIUM POSITIONS

IFC	15% Premium
Opposite Editors Letter	10% Premium
Opposite Contents Pg.	10% Premium
Opposite Contributors	10% Premium
Centre Spread DPS	25% Premium
IBC	10% Premium
OBC	15% Premium

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