

MEN'S FASHION



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UPFRONT:

A snappy and surprising guide that charts what's new, what's cool, and what's worth knowing about from the perspective of the style-conscious guy. Could be local haunts or distant shores, thinkers or trend-setters, grub or gadgets, timepieces or time out.

STYLE:

The latest looks of the season for men—from casual to classic including accessories.

MAINTENANCE:

The season's newest products from skincare and shaving to hair care and fragrance.

CULTURE:

Profiles, the latest in tech toys, automotive, travel hotspots and current trends and news.

EDITORIAL ISLAND:

Fabulous fashion shoot showcasing the best trends of the season.

BUY IT:

Contact list for readers looking to buy featured fashions.

OUR READERS:

Age 18-34:	35%
Age 18-49:	85%
Age 25-49:	62%
Age 25-54:	73%
Average HHI:	\$145,000
HHI \$100K+:	59%
PI \$100K+:	29%

- 90% agree that *MEN'S FASHION* provides great style advice
- 83% agree that *MEN'S FASHION* provides a unique voice on fashion for men in Canada
- 79% did not read *Sharp* in the last 30 days
- 46% strongly agree that they "try to keep abreast of changes in style and fashion"

STYLISH SPENDERS

- 82% spend more than the average male adult on skincare products per month
- 70% have used a skincare product specifically formulated for men in the last 7 days
- 63% spend more than the average male adult on fragrance per year
- Spend 4x more than the average adult male on personal clothing per year

IN THE DRIVER'S SEAT

- 3x more likely than the average adult male to purchase/lease a car within the next two years

TECH SAVVY

- 92% more likely than the average male 18+ to agree that "I am willing to pay more for products that offer the newest in technology"
- 88% more likely than the average male 18+ to agree that "I tend to be the first among friends to own electronic products"

BAR MASTERS

- 90% more likely than the average male 18+ to visit a liquor store at least once a month
- 35% more likely than the average male 18+ to visit a beer store at least once a month
- 11% more likely than the average male 18+ to visit a specialty wine store at least once a month

Source: *MEN'S FASHION In-Magazine Reader Study Sept 16-Nov 11 2011/Total Male 18+*

MEN'S FASHION CELEBRATES THE BEST SEASONAL TRENDS IN FASHION, ACCESSORIES, GROOMING AND FRAGRANCES, CULTURAL PURSUITS, TRAVEL, AUTOMOTIVE AND PROFILES.

MEN'S FASHION FOCUSES EXCLUSIVELY ON MEN'S STYLE FROM A PRACTICAL AND ACTIONABLE PERSPECTIVE AND MAKES SHOPPING FOR THE LATEST LOOKS SIMPLE.

2015 ADVERTISING SCHEDULE

SPRING

Ad Close: February 27, 2015
Material Due: March 9, 2015

Distribution dates:

Toronto: April 10, 2015
Montreal: April 11, 2015
Vancouver: April 10, 2015

FALL

Ad Close: July 30, 2015
Material Due: August 10, 2015

Distribution dates:

Toronto: September 11, 2015
Montreal: September 12, 2015
Vancouver: September 11, 2015

HOLIDAY

Ad Close: October 2, 2015
Material Due: October 9, 2015

Distribution dates:

Toronto: November 13, 2015
Montreal: November 14, 2015
Vancouver: November 13, 2015

2015 NATIONAL RATES

FP \$10,930 gross

DPS \$21,860 gross

MEN'S FASHION will be delivered to Canada's top 3 retail markets – Toronto, Montreal and Vancouver, with a targeted circulation of 150,000.

Toronto: 72,865 copies

• National Post (home subscribers in Toronto) and pre-selected distribution to high income FSA's through Roltek

Montreal: 30,000 copies

• Montreal Gazette pre-selected high income home subscribers

Vancouver: 30,000 copies

• Vancouver Sun pre-selected high income home subscribers

Air Canada Maple Leaf Lounges and Via Rail One: 5,700 copies

Newsstands: 9,485 copies

9,485 copies of each issue of ***MEN'S FASHION*** will be polybagged with the current issue of ***FASHION*** at newsstands exclusively at Shoppers Drug Mart:

- ***MEN'S FASHION*** Spring with ***FASHION*** May
- ***MEN'S FASHION*** Fall with ***FASHION*** October
- ***MEN'S FASHION*** Holiday with ***FASHION*** Winter

Promotional Copies: 1,950

Total Circulation: 150,000



2015 DIGITAL FILE SPECIFICATIONS

MENS FASHION

IMPORTANT NOTE: NEW SPECS FOR 2014

Size	Safety	BLEED ADS		NON-BLEED ADS
		Trim Size	Bleed size	
DPS	15.25" x 10.25"	15.75" x 10.75"	16" x 11"	N/A
FULL PAGE	7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"	N/A

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 PDFX-1a 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 smaller sizes 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 proof requirements) generated from the supplied PDFX-1a file.
- Please be sure to include trim, crop marks and bleed on your proof.
- St. Joseph Media reserves the right to add a keyline to floating ads to differentiate them from editorial.
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable.
- 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.
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files.
- 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 (PDF, 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.



Bleed ads

Ad intended to bleed should be built to the trim size. Extend images beyond these size specifications by an additional 1/8" on all sides for bleed. Keep all essential elements (text and logos) 1/4" inside the bleed trim for type safety.

Non-bleed ads

Ads that don't bleed should be built on this size. Ads will be placed on our template.

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

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 Production Manager:
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