

**style**  
ADVISOR

Canada's essential guide to inspired living

Media Kit 2024

# Inside the art of style

“The worlds of fashion and beauty – and how they connect with design, art, travel and entertaining – are at the core of every issue of Style Advisor. Our expanded coverage of these areas will focus on how they allow our audience to get creative and celebrate the appreciation for craft and innovation that defines luxury today.”



**ANDREW SARDONE,**  
EDITORIAL DIRECTOR

We don't just report on Canadian culture, we help shape it.

**Readership**  
(Globe Mon-Fri Subscribers)  
**225,000**

**Circulation**  
**59,458**

**Average HHI**  
**\$120,429**  
41% higher than average Canadians

**3X**  
more likely to have HHI of \$200K+



Photograph by: Carlyle Routh



Photograph by: Paddy Barry



10 YEARS OF STYLE ADVISOR: Home outfitters look beyond the latest trends in favour of a more personalized sense of space



Photograph by: Christie Vuong

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Source: Vividata SCC Fall 2023, National, Total 14+. Globe Mon-Fri print readers who obtained the last issue via paid subscription (household). Circulation: Globe Internal data based on average issue print circulation.

Cover photography: Carlyle Routh, Christie Vuong, Arash Moallemi, Michael Kai Young, Saty+Pratha, Nelson Huang, Mark Binks, Ted Belton, Gillian Mapp





Photograph by: Michael Kai Young



Photograph by: Royal Gilbert



Photograph by: Mark Birns

style  
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# Style Advisor readers value luxury, quality and life-enriching experiences

## Our readers are

(Globe Mon-Fri Subscribers)

**2X**  
more likely to own  
premium vehicles

**21%**  
more likely to  
take cruise vacations\*

**21%**  
more likely to pay extra  
for quality goods

**18%**  
more likely to enjoy  
entertaining at home

**21%**  
more likely to have an  
interest in the arts

**33%**  
more likely to live a lifestyle  
that impresses others

**21%**  
more likely to love buying  
new gadgets/appliances

## They spend

**28%**  
more on footwear

**25%**  
more on travel (last international trip)

**15%**  
more on women's clothing

**14%**  
more on home improvements

**11%**  
more on vehicles (most recently purchased in HH)

Source: Vividata SCC Fall 2023, National, Total 14+. Globe Mon-Fri print readers who obtained the last issue via paid subscription (household) \*past 3 years.

# In every issue



Photograph by: Carlyle Routh

## Omnibus

Opening each issue, we explore what's new and noteworthy, with profiles on inspiring designers and the season's trends, from beauty essentials to home décor, and everything stylish in between.



## Essentials

Incorporating timely features, product stories and trend roundups, Essentials presents our 360-degree perspective on what's new in the market, with dedicated pages that curate the must-haves in:

- Fashion*
- Art*
- Wine and Spirits*
- Beauty*
- Design*
- Watches*
- Travel*



## Fashion Feature

A visually-driven multi-page deep dive into the best designer looks of the seasons.



## Themed Features

Tied to the theme of the issue, our top contributors report on innovative moments changing the ways we live with style.



# Editorial calendar 2024

## Contact Us

visit [globemediagroup.ca/style-advisor](http://globemediagroup.ca/style-advisor)  
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\*Editorial lineup subject to change.

## Production specifications and advertising FTP:

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### March The Travel in Style Issue

Where do you want to go in 2024? If our trend forecasting is correct, the list focuses on classic destinations being rediscovered by a new generation of style-centric travellers. Think refreshed historic hotels, party islands-turned-wellness retreat and cruises to unexpected locales. Once you've made your itinerary, we've got tips for what to pack from the spring fashion collections and beauty product launches, as well as guides to must-see art and culture happenings, wine and dine spots and cutting-edge design around the world.

**SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE**  
 Monday, October 16, 2023

**BOOKING DEADLINE**  
 Thursday, February 1, 2024

**MATERIAL DEADLINE**  
 Wednesday, February 7, 2024

**PUBLICATION DATE**  
 Friday, March 8, 2024



### May The Summer Style Guide

From the best attire to keep you looking cool on long, hot days to features on vacation home design and entertaining al fresco, the revamped May issue of Style Advisor will be a compendium of all the things you need to live well through June, July and August. In the Omnibus and Essentials section, we single out need-to-know moments in the worlds of watches, cocktails and summer travel. Our To Do List page includes style-centric art and culture happenings to encounter on vacation and closer to home.

**SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE**  
 Monday, December 18, 2023

**BOOKING DEADLINE**  
 Thursday, April 4, 2024

**MATERIAL DEADLINE**  
 Wednesday, April 10, 2024

**PUBLICATION DATE**  
 Friday, May 10, 2024



### September The Fall Fashion & Beauty Issue

A sense of theatricality returns to the runways this season and our September issue captures all the drama behind autumn's clothing and accessories. In art and culture, we explore how blockbuster exhibitions and film festivals such as TIFF connect with the fashion world. In design and travel, we head to Fogo Island where its iconic inn is marking 10 years of elevating Canadian style around the world. In every issue, our Essentials pages capture covetable watches, wines and spirits and more.

**SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE**  
 Monday, April 29, 2024

**BOOKING DEADLINE**  
 Thursday, August 8, 2024

**MATERIAL DEADLINE**  
 Wednesday, August 14, 2024

**PUBLICATION DATE**  
 Friday, September 13, 2024



### November The Holiday Gifting & Entertaining Issue

Dream big for the holidays with an issue packed with inspiring present ideas and festive fashion must-haves. Our gift guide is loaded up with the season's best new timepieces and fine jewellery finds. In fashion, we explore the enduring power of haute couture collections to preserve the craft and fantasy behind what we wear. An entertaining feature takes us into the homes of Canadian designers for a look at how they plan chic gatherings. Plus, we've got news on noteworthy debuts from the worlds of beauty and art.

**SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE**  
 Monday, July 8, 2024

**BOOKING DEADLINE**  
 Thursday, October 17, 2024

**MATERIAL DEADLINE**  
 Wednesday, October 23, 2024

**PUBLICATION DATE**  
 Friday, November 22, 2024

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Full-Pages Next to Relevant Editorial



Centrespread

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## Scent Strips & Sampling

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## Gatefold

Impress with visual formats that extend your creative into a multi-page spread.



# Drive results

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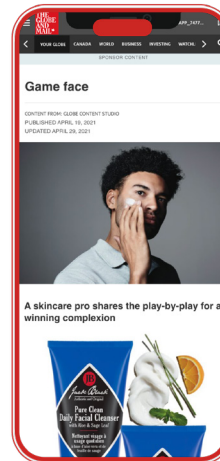


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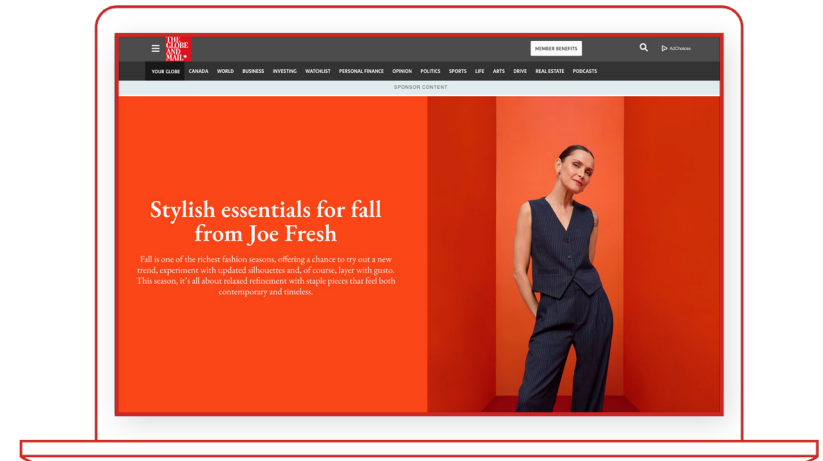
Created at client request, Style Previews are stunning 12-page glossy sections in our Saturday newspaper, delivered across Canada.

Running between our magazine issues, Style Previews inspire audiences to get ready for the season ahead with more of the bold, ambitious features and spectacular imagery our readers love.

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Photograph by: Saty+Pratha

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To learn more about advertising opportunities with Style Advisor magazine, please contact:

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For more information – including rates – and to create powerful marketing campaigns, please contact your Globe Media Group Team.

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