

styleathome

2016 MEDIA KIT





CANADIAN DECORATING WITH A FOCUS ON WHAT MATTERS

Style at Home is more than just a beloved design magazine—we engage our readers through every medium to teach, inspire and motivate them to live life to its fullest. Whether focused on decorating, renovating, entertaining or trends, *Style at Home* defines Canadian decor in an aspirational and accessible way.

INSPIRING
ACCESSIBLE
PLAYFUL

THE PILLARS OF *STYLE AT HOME*

65%
DECOR/
TRENDS



10%
FASHION/
BEAUTY

15%
FOOD/
ENTERTAINMENT

10%
TRAVEL/
TRANSPORTATION

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MEDIA KIT

A TRULY MULTIPLATFORM BRAND



PRINT

READERSHIP*

1,597,000
READERS

7.5
READERS PER COPY

20% / 80%
RATIO MEN/WOMEN

W25-49
(IND. 153)
PRINCIPAL TARGET

\$84,061
HOUSEHOLD INCOME

CIRCULATION

212,026
TOTAL COPIES

42,696
NEWSSTAND SALES

169,330
SUBSCRIBERS

12
ISSUES PER YEAR

\$5.99
MAGAZINE COVER PRICE

GEOGRAPHICAL SEGMENTATION

ONTARIO **54.1%**

PRAIRIES **18%**

B.C. **12.9%**

ATL. **6.3%**

QUEBEC **4.8%**

INT. **3.8%**

1,814,000
TOTAL FOOTPRINT
READERSHIP

DIGITAL

WEB

677,000
DIGITAL REACH

1,719,282
TOTAL PAGE VIEWS

949,587
DESKTOP PAGE VIEWS

399,917
UNIQUE VISITORS

187,213
DESKTOP UNIQUE VISITORS

TABLET EDITION

3,420
UNIQUE READERS
(60 DAYS)

25.9 MIN
AVERAGE TIME SPENT

SOCIAL MEDIA

f 177,200
FANS

158,000
FOLLOWERS

p 419,300
FOLLOWERS

109,000
FOLLOWERS

NEWSLETTER

65,131
UNIQUE SUBSCRIBERS

1
TIME A WEEK



Sources: Vividata, Q2-2015, Total Canada / Circulation: AAM, June 2015 / Social Media: September 2015 / Digital: Google Analytics, average 3 months (June-August 2015) / Adobe DPS Analytics, November 2015 / * Print version only.

Contact UpMarketing at 416-850-8787 or info@up-marketing.com for more information

READERSHIP PROFILE

	READERS (000)	REACH (%)	COMPOSITION (%)	INDEX
TOTAL	1,539	6.4	100.0	100
SEX				
Male	295	2.5	19.2	39
Female	1,244	10.1	80.8	159
AGE				
12-17	104	5.4	6.8	84
18-24	77	2.8	5.0	45
25-34	150	3.9	9.7	61
35-44	301	8.2	19.6	129
45-54	305	7.3	19.8	115
55-64	298	8.1	19.4	128
65+	303	7.3	19.7	114
Average age	48 y.o.			
W25-54	604	10.2	39.2	160
EDUCATION				
No diploma	139	4.0	9.0	63
High School	198	4.6	12.9	73
College	136	5.6	8.8	88
University+	1,065	7.6	69.2	119
HOUSEHOLD INCOME				
Less than \$25,000	239	5.7	15.5	90
\$25,000 to \$35,000	130	7.4	8.4	116
\$35,000 to \$50,000	204	6.9	13.3	109
\$50,000 to \$75,000	304	6.8	19.8	106
\$75,000 to \$100,000	213	6.1	13.8	96
More than \$100,000	450	6.2	29.2	97
Average Household Income	\$84,286			
EMPLOYMENT				
Full time	788	6.5	51.2	103
Part time	159	5.7	10.3	90
Unemployed	591	6.3	38.4	100
DWELLING				
Own	1,324	7.1	86.0	111
Rent	215	4.0	14.0	62
HOUSEHOLD STATUS				
Married/Living together	972	6.7	63.2	105
Single/Widowed/Divorced	566	5.9	36.8	92
FAMILY				
Children under 12	418	6.2	27.2	97
Children under 18	669	6.4	43.5	100
RETIREMENT				
Retired	372	7.8	24.2	122

Source: Vividata Q2-2015, English Canada 12+, print version.

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2016 EDITORIAL PLANNING

JANUARY

HIGH AND LOW TRENDS

- _How to achieve the perfect look for less
- _Home office decoration

Closing Date | 03.11.15
Material | 09.11.15
On Newsstands | 07.12.15

FEBRUARY

MAKEOVERS

- _Before and after looks
- _Styled kitchens and bathrooms

Closing Date | 24.11.15
Material | 30.11.15
On Newsstands | 04.01.16

MARCH

ORGANIZING

- _Brilliant springtime organizing tips for every room
- _Spring cleaning guide

Closing Date | 05.01.16
Material | 11.01.16
On Newsstands | 08.02.16

APRIL

KITCHENS

- _Everything you should know about kitchens
- _Top-to-bottom renovations

Closing Date | 02.02.16
Material | 08.02.16
On Newsstands | 07.03.16

MAY

OUTDOOR LIVING

- _Inspiring patios and decks, luxurious living rooms, styled balconies, and much more

Closing Date | 01.03.16
Material | 07.03.16
On Newsstands | 04.04.16

JUNE

HOW TO DECORATE: THE EXPERT ISSUE

- _Top-notch designers reveal their decorating secrets for every room

Closing Date | 29.03.16
Material | 04.04.16
On Newsstands | 02.05.16

SPECIAL ISSUE

WEEKEND MAKEOVERS

Closing Date | 12.04.16
Material | 18.04.16
On Newsstands | 23.05.16

JULY

SUMMER GETAWAYS

- _Family summertime escapes and retreats

Closing Date | 03.05.16
Material | 09.05.16
On Newsstands | 06.06.16

AUGUST

EASY SUMMER ENTERTAINING

- _Savour the last warm days of the season
- _Ideas for no-fuss entertaining

Closing Date | 31.05.16
Material | 06.06.16
On Newsstands | 04.07.16

SEPTEMBER

BEDS AND BATHS

- _A new look for the bedroom and a bathroom renovation

Closing Date | 28.06.16
Material | 04.07.16
On Newsstands | 01.08.16

SPECIAL ISSUE

GET ORGANIZED WITH STYLE

Closing Date | 12.07.16
Material | 18.07.16
On Newsstands | 22.08.16

OCTOBER

FALL DECORATING

- _Fall decorating essentials

Closing Date | 02.08.16
Material | 08.08.16
On Newsstands | 05.09.16



NOVEMBER

**HOLIDAY
DECORATING**

_We are inspired by holiday
decorating ideas from our
designers

_Annual gift guide

Closing Date | 30.08.16

Material | 05.09.16

On Newsstands | 03.10.16

SPECIAL ISSUE

**BIG STYLE FOR
SMALL SPACES**

Closing Date | 13.09.16

Material | 19.09.16

On Newsstands | 24.10.16

DECEMBER

**ENTERTAIN
WITH STYLE**

_Holiday survival guide

_Last-minute gift ideas

Closing Date | 04.10.16

Material | 07.10.16

On Newsstands | 07.11.16



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MEDIA KIT

RATES

NATIONAL EDITION

FREQUENCY	1-4x	5-8x	9-12x
1 PAGE	\$19,230	\$18,645	\$18,075
2/3 PAGE	\$16,535	\$16,045	\$15,545
GUIDE PAGE	\$15,380	\$14,925	\$14,465
1/2 PAGE	\$14,425	\$13,995	\$13,555
1/3 PAGE	\$10,580	\$10,260	\$9,940
DOUBLE PAGE	\$36,540	\$35,445	\$34,340
DOUBLE 1/2 PAGE	\$24,035	\$23,310	\$22,595
DPS IFC	\$43,840	\$42,530	\$41,210
IBC	\$23,080	\$22,385	\$22,060
OBC	\$25,000	\$24,245	\$23,495

WEB

FORMATS (ROS)	
BANNER	\$20 CPM
BIG BOX	\$20 CPM
INTERSTITIAL AD	\$40 CPM
CATFISH	\$30 CPM
PRE-ROLL (15 SECONDS)	\$35 CPM
PRE-ROLL (30 SECONDS)	\$40 CPM
E-BLAST/E-FLYER (BRAND)	\$180 CPM
NEWSLETTER ²	-

TABLET EDITION³

FORMATS	
STATIC AD	\$1,540
INTERACTIVE AD ⁴	\$1,925

1. National rates are gross rates.
2. Please contact your sales representative for costing.
3. 25% off with purchase of all tablet editions.
4. Interactive creative and production costs extra.

EASTERN EDITION

(ONTARIO, QUEBEC, NEW BRUNSWICK, P.E.I., NEWFOUNDLAND, NOVA SCOTIA)

FREQUENCY	1-4x	5-8x	9-12x
1 PAGE	\$15,380	\$14,925	\$14,465
2/3 PAGE	\$13,230	\$12,830	\$12,435
GUIDE PAGE	\$12,300	\$11,935	\$11,570
1/2 PAGE	\$11,535	\$11,190	\$10,845
1/3 PAGE	\$8,465	\$8,210	\$7,955
DOUBLE PAGE	\$29,230	\$28,350	\$27,475
DOUBLE 1/2 PAGE	\$19,230	\$18,650	\$18,075

WESTERN EDITION

(B.C., ALBERTA, SASKATCHEWAN, MANITOBA, NORTHWEST TERRITORIES, NUNAVUT)

FREQUENCY	1-4x	5-8x	9-12x
1 PAGE	\$11,535	\$11,190	\$10,845
2/3 PAGE	\$9,925	\$9,625	\$9,330
GUIDE PAGE	\$9,230	\$8,955	\$8,680
1/2 PAGE	\$8,650	\$8,395	\$8,130
1/3 PAGE	\$6,345	\$6,155	\$5,960
DOUBLE PAGE	\$21,925	\$21,270	\$20,605
DOUBLE 1/2 PAGE	\$14,425	\$13,995	\$13,555

DOWNLOAD TECHNICAL SPECIFICATIONS [HERE](#)

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CONTACT US FOR MORE INFORMATION.

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TVA
Publications

QUEBECOR
MEDIA GROUP