



style
ADVISOR

Canada's essential guide to inspired living.

Media Kit 2023

Inside the art of style

“Your sense of style can say many things but it’s most satisfying when it channels your passions into the pieces you wear, the places you travel and everything else you live with. This year, Style Advisor celebrates how art, craft and other creative pursuits enrich our audience’s lives and inspire the industry to be more innovative and inclusive.”



ANDREW SARDONE,
EDITORIAL DIRECTOR

Readership
(Globe Mon-Fri Subscribers)
213,000

Circulation
59,377

Average HHI
\$96,600
15% higher than
average Canadians

73%
more likely to have
HHI of \$200K+



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Source: Vividata SCC Fall 2022, National, Total 14+. Globe Mon-Fri print readers who obtained the last issue via paid subscription (household). Circulation is based on AAM, News Media Statement, 6 months ended March 31, 2022



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

Our readers are

(Globe Mon-Fri Subscribers)

2X

more likely to own
premium vehicles

63%

more likely to stay
in luxury hotels

55%

more likely to spend
over \$500 on clothing

35%

more likely to enjoy
being extravagant

46%

more likely to travel
outside Canada

45%

more likely to live a lifestyle
that impresses others

46%

more likely to spend over \$1,000
on furniture or home accessories

They spend

21%

more on vehicles

9%

more on home accessories

17%

more on footwear

43%

more on travel*

10%

more on women's clothing

Source: Vividata SCC Fall 2022, National, Total 14+. Globe Mon-Fri print readers who obtained the last issue via paid subscription (household) *planning their next trip in Canada. Circulation is based on AAM, News Media Statement, 6 months ended March 31, 2022

In every issue

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

Automobiles

Beauty

Design

Technology

Watches

Travel



Fashion Feature

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



Themed Feature

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



Editorial calendar 2023

Contact Us

visit globelink.ca/styleadvisor
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US/international globemedia@ajrmediagroup.com

**Editorial lineup subject to change.*

Production specifications and advertising FTP:
GlobeLink.ca/magazine-specs



March The Travel in Style Issue

Whether it's a destination you've been longing to discover or a new side to a spot you've visited often, this year's annual travel issue focuses on ways to get away off the beaten path. We uniquely capture how a trip connects to our audience's style interests. From the best spring fashion trends to pack to cutting edge wellness experiences to design cities stocked with finds that add international flair to your home, each story looks at tourism as a way to explore your passions.

**SPECIAL EXECUTIONS
& INSERT BOOKING DEADLINE**
Monday, October 17, 2022

BOOKING DEADLINE
Thursday, February 2, 2023

MATERIAL DEADLINE
Wednesday, February 8, 2023

PUBLICATION DATE
Friday, March 10, 2023



May The Design At Home Issue

Expressing your creative self in your living space can be challenging but a look inside the houses and apartments of artists and style leaders emphasizes how it pays off in a home that represents everything you love.

We also take a deep dive into men's fashion, accessories and grooming with visual features and market edits of the season's must-haves. In travel, we compile insight about summer destinations across Canada and beyond.

**SPECIAL EXECUTIONS
& INSERT BOOKING DEADLINE**
Monday, December 19, 2022

BOOKING DEADLINE
Tuesday, April 4, 2023

MATERIAL DEADLINE
Wednesday, April 12, 2023

PUBLICATION DATE
Friday, May 12, 2023



September The Fall Fashion & Beauty Issue

This year, we're celebrating the imaginative spirit behind style and how art inspires the industry's creative leaders and most innovative brands. In the fall fashion and beauty issue, that's captured in visual stories that highlight how the art world sparked key collections and covetable accessories, as well as the influence of the maker's spirit on everything from skincare to design to wine.

**SPECIAL EXECUTIONS
& INSERT BOOKING DEADLINE**
Monday, June 19, 2023

BOOKING DEADLINE
Thursday, August 10, 2023

MATERIAL DEADLINE
Wednesday, August 16, 2023

PUBLICATION DATE
Friday, September 15, 2023



November The Holiday Gifting & Entertaining Issue

To live well is to give well and the annual holiday edition is stocked with present ideas that remind our audience about the value of investing in thoughtful gifts for everyone on their list. In the issue's fashion pages, find a report from the season's resort collections including dispatches from destination runway shows and a shopping guide for winter getaways.

**SPECIAL EXECUTIONS
& INSERT BOOKING DEADLINE**
Monday, July 10, 2023

BOOKING DEADLINE
Thursday, October 19, 2023

MATERIAL DEADLINE
Wednesday, October 25, 2023

PUBLICATION DATE
Friday, November 24, 2023

Perfectly positioned

Choose from an array of premium positions next to our best-in-class content built for our exclusive audience.



Upfront Faux-DPS



Full-Pages Next to Relevant Editorial



Centrespread

Outside-the-box

Go beyond premium positioning to create interactive impactful print experiences with high-impact formats



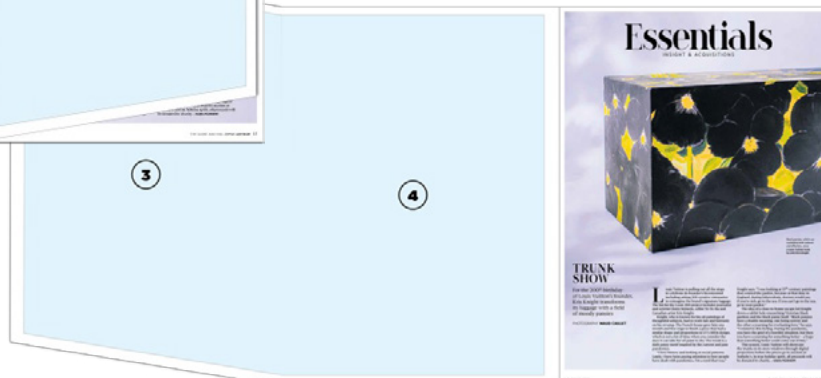
Scent Strips & Sampling

Let readers experience your product with a scent-strip or tipped-on sample.



Gatefold

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Tell your story in the best luxury content

Create bespoke content with your brand at the heart of the story, and extend your reach within exclusive editorial environments to own the story.



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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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↑ Sponsor content aligned with relevant editorial



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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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