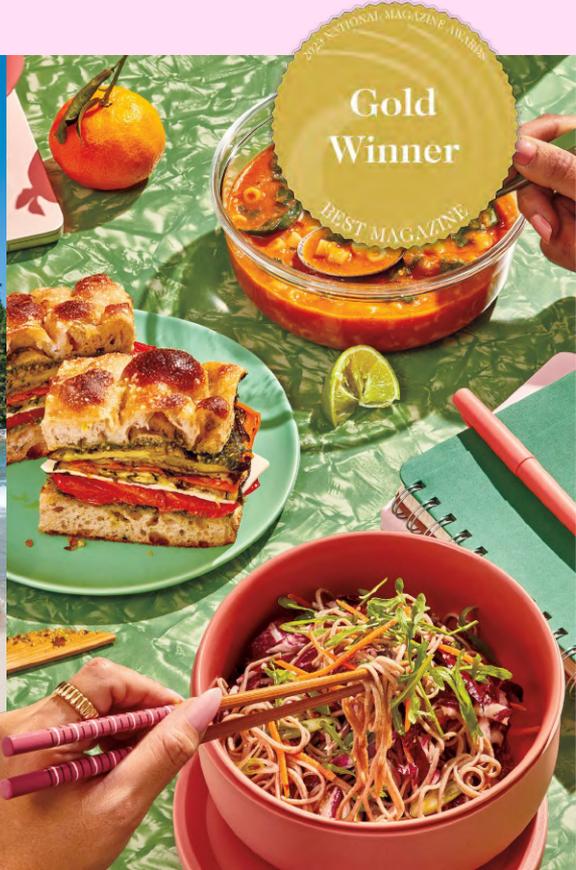


CHATELAIN

2025 MEDIA KIT



SJC



About Chatelaine

***Chatelaine* celebrates, inspires, informs and empowers women in their late 20s and beyond, across print, digital, social video and in-person events. We know that Canadian women contain multitudes, and we cover all of the issues that matter to them—from climate change and caregiving to career transformations, Canadian fashion and what to cook now.**



EDITOR'S MESSAGE

At *Chatelaine*, we have a direct line to a powerful demographic: Canadian women. This demographic will control \$4 trillion in assets by 2028—nearly double their current share. We know how to engage authentically with Canadian women, and we know Canadian women trust *Chatelaine*. —Maureen Halushak, Editor-in-Chief

Meet Our Audience

1,705,100

Digital reach

3,050,100

Print + digital reach

PRINT

1,345,000

readers per issue

DIGITAL

566,300

UVs per month

EMAIL

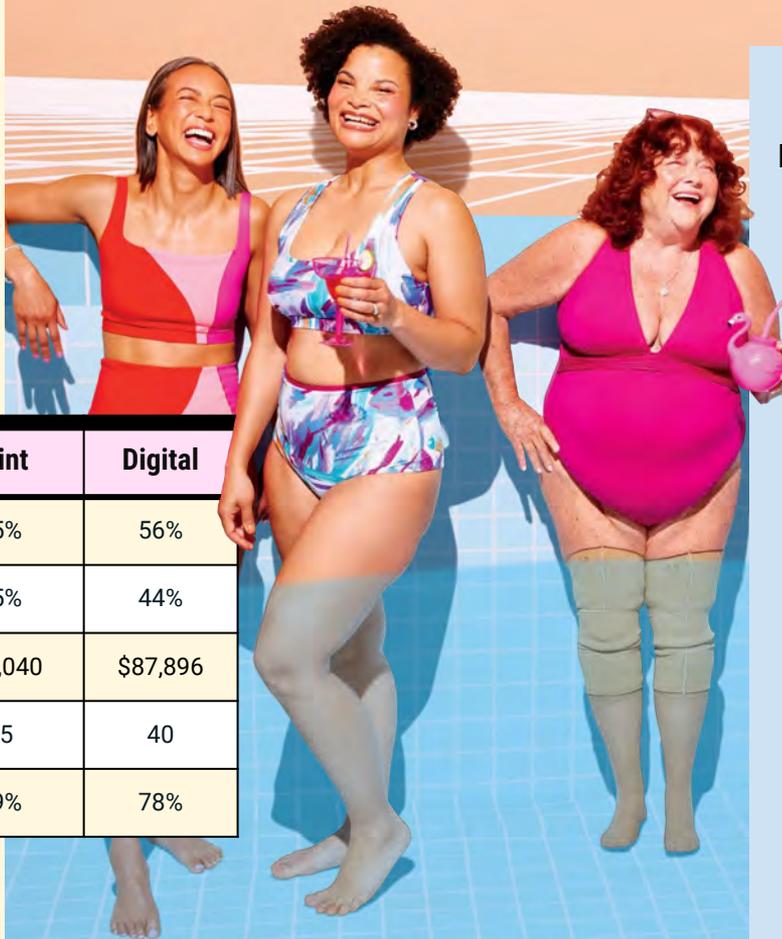
137,800

subscribers

SOCIAL

994,600

followers



	Print	Digital
Female	65%	56%
Male	35%	44%
Average HHI	\$85,040	\$87,896
Average Age	45	40
Collegiate+	69%	78%

SOCIAL FOOTPRINT



FACEBOOK
158K+



PINTEREST
537K+



INSTAGRAM
79.2K+



TWITTER
61.3K+



TIKTOK
20.4K+

Source: Vividata (Spring 2024, Adults 14+),
Google Analytics 12-Month Average



**We reach
almost
2 million
Canadian
women.**



COMPARED TO THE
AVERAGE CANADIAN,
THE **CHATELAINE**
AUDIENCE IS:

54%

more likely to buy new
products before most
of their friends

45%

more likely to agree
that they'd pay more
for products that elevate
their status

35%

more likely to
keep up with current
fashion trends

31%

more likely to agree that
advertising influences their
purchase decisions

*Source: Vividata Print +
Digital (Spring 2024)*

Spending Power

COLLECTIVELY, THIS IS HOW **CHATELAINE** READERS SPEND THEIR MONEY:



FRAGRANCE: \$74M
in the P12M



CREDIT CARDS: \$3.7B
monthly average



INT'L TRAVEL: \$2.9B
on their last trip



HOME ELECTRONICS: \$1.7B
in the P2Y



FURNITURE: \$1.8B
in the P12M



FOOTWEAR: \$457M
in the P12M



CLOTHING (F): \$1.1B
in the P12M



SPORTS EQUIP: \$849M
in the P12M

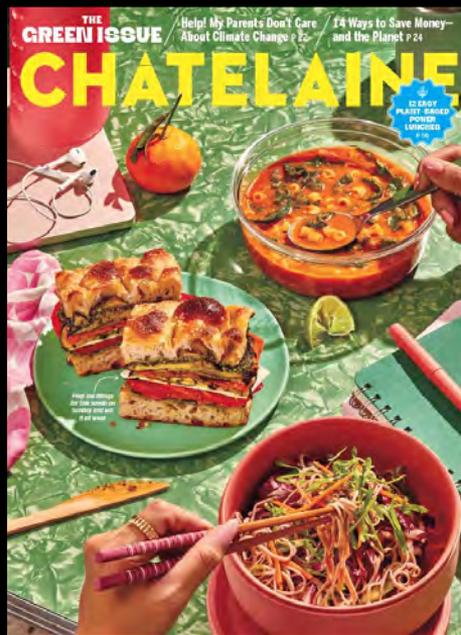


JEWELLERY: \$363M
in the P12M



HOME DECOR: \$688M
in the P12M





IN
EVERY
ISSUE

Style

Fashion and beauty picks tailored to real life, with a focus on affordable Canadian brands; plus joy-sparking decor and gardening inspiration

Food

Delicious, doable recipes plus how-tos, kitchen hacks, taste tests, ingredient explainers and small appliance reviews

Health

Trustworthy, science-based, no-BS health advice

Living

Award-winning journalism on all the issues that matter to Canadian women; plus service journalism that demystifies big issues and trending topics

Horoscopes

Weekly horoscopes from astrologist Jessica Lanyadoo



WHAT WE OFFER

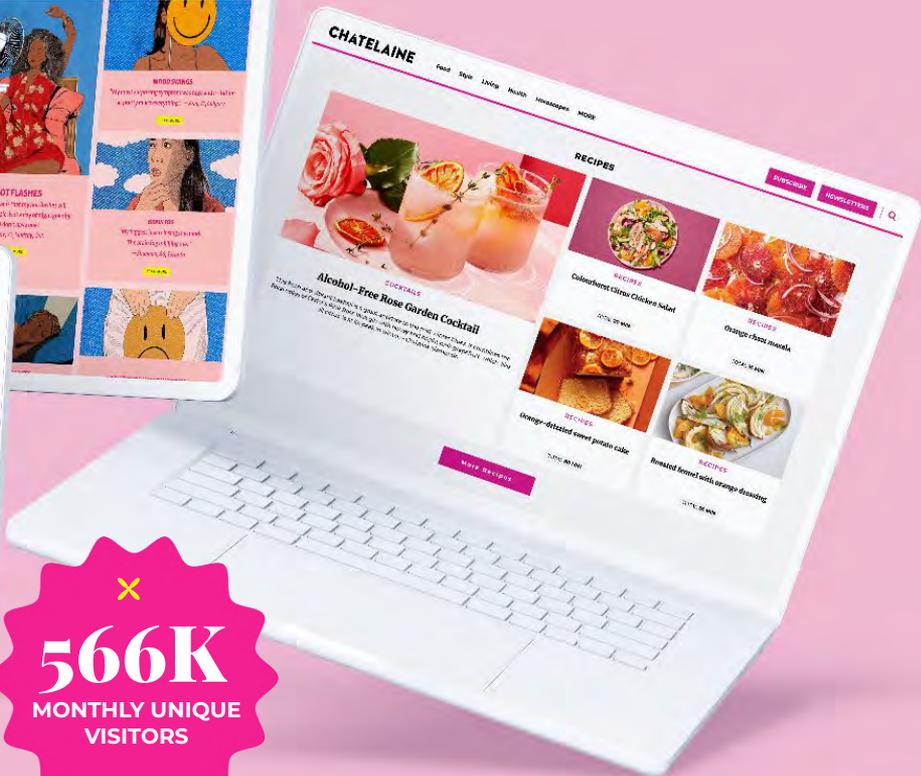
We'll tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of a devoted subscriber or digital custom content amplified across [chatelaine.com](https://www.chatelaine.com) and our social channels.

X
1.3M
READERS PER
ISSUE



X
566K
MONTHLY UNIQUE
VISITORS

- ADVERTISING
- EVENTS
- BRANDED CONTENT



Print



Issue	Space Close	Material Close	Impact Date	On-Sale Date
Spring	January 28	February 5	February 28	March 6
Summer	May 13	May 22	May 30	June 19
Fall	July 22	July 30	August 8	August 28
Winter	September 30	October 8	October 17	November 6

Frequency Discount	Discount Rate	RATES (NET)					
		FULL PAGE	DPS	OBC	IBC	½ PAGE	⅓ PAGE
1x	-	\$28,170	\$49,298	\$35,213	\$30,987	\$18,311	\$12,677
3x	25%	\$21,128	\$36,973	-	-	\$13,733	\$9,507
6x	35%	\$18,311	\$32,043	-	-	\$11,902	\$8,240



Editorial Calendar

SJC

SPRING

The Organization Issue

Want to streamline your life in 2025? We'll show you how—whether it's paring down your wardrobe, decluttering your space or spending way less time in the kitchen.

Fashion An Affordable 7-Piece Capsule Wardrobe With Endless Styling Options*

Decor We Helped Five Homeowners Take Control of Their Clutter Zones—and We'll Show You How to Do the Same*

Health Inside the Menopause Industry Boom

Food Prep Once, Eat All Week*
+ The Great Pantry Clean-Out*
+ The First Annual Pantry Awards*

SUMMER

The Sex Issue

A science-based, shame-free exploration what sex is like at 30, 40 and beyond, from understanding low libido to the joys of menopausal sex, as well as the results of our spicy sex survey.

Fashion A Sun Lover's Guide to Summer Skincare: How to Treat Hyperpigmentation, Protect Your Skin From Future Damage and Fake a Sun-Kissed Glow*

Decor Budget Backyard Makeovers: Transform Your Space for \$500 or Less*

Health Why Midlife Sex Is The Best Sex

Food How to Grill Absolutely Anything*
+ A Guide to Buying and Caring for a Grill*



SJC

FALL

The Sleep Issue

A good night's sleep is a gamechanger. *Chatelaine* wants to help you get more ZZZs, whether it's by finding your perfect mattress, experimenting with CBD or getting a sleep divorce.

Beauty The Best Products for Faking a Full Eight Hours*

Decor A *Chatelaine* Guide to the Best Mattresses, Bed Frames, Sheets, Pillows and Other Sleep-Inducing Bedroom Decor*

Health A Science-Based Guide to Sleeping Better*

Food Cozy Fall Recipes for Your Dutch Oven + A Guide to Buying and Caring for a Dutch Oven*

WINTER

The Joy Issue

We asked Canada's top happiness experts—a.k.a. The *Chatelaine* Joy Squad—to share their best strategies for making 2026 your most joyful year yet.

Style Our Annual Made in Canada Gift Guide

Decor How to Decorate with Colour*

Feature Our Annual Doris Anderson Awards + Your 2026 Lookahead Horoscopes

Health 100 Science-Backed Happiness Hacks

Food Our 2025 Holiday Cookie Collection*

*Published in both *Chatelaine* (English) and *Châtelaine* (French).

Digital

DIRECT DISPLAY OPTIONS

ROS + RON DISPLAY

Starting at: \$25/CPM (Video: \$40/CPM)

Run-of-Site (ROS) display allows you to reach a broad audience across *chateleine.com*. For extended reach, Run-of-Network (RON) campaigns deliver your message across the entire *SJC Media* network. Both options offer geo-targeting and category targeting, allowing precise audience refinement based on location and content interests.

CATEGORY TAKEOVER

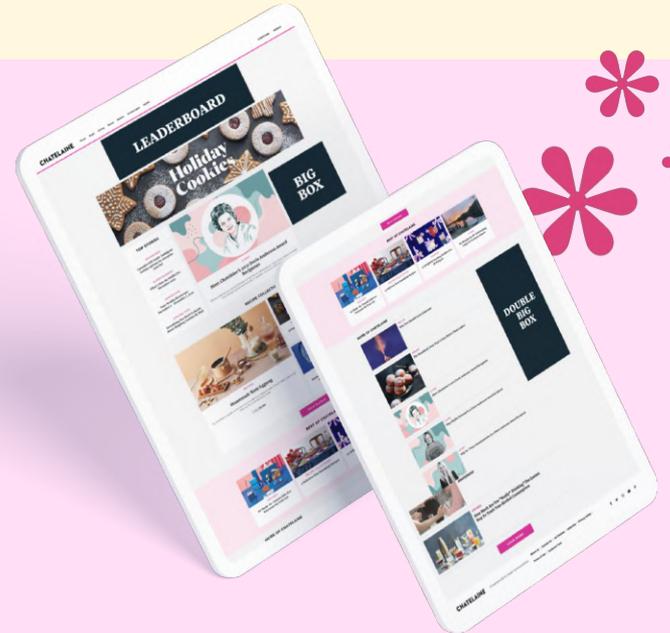
Starting at: Ask your sales rep.

For maximum visibility, opt for a full category takeover to dominate the user experience and ensure your brand stands out. Focus on key content verticals like food, style, home, and more to align with your target audience's interests.

HOMEPAGE TAKEOVER + POE

Starting at: \$2,000/day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice and averages 30K daily impressions on the homepage and most other points of entry.



Our direct display options allow you to collaborate with our experienced team to craft a custom digital display campaign tailored to your goals. From setup and execution to real-time monitoring, we handle every detail so you can focus on seeing the results.

Digital PROGRAMMATIC SOLUTIONS

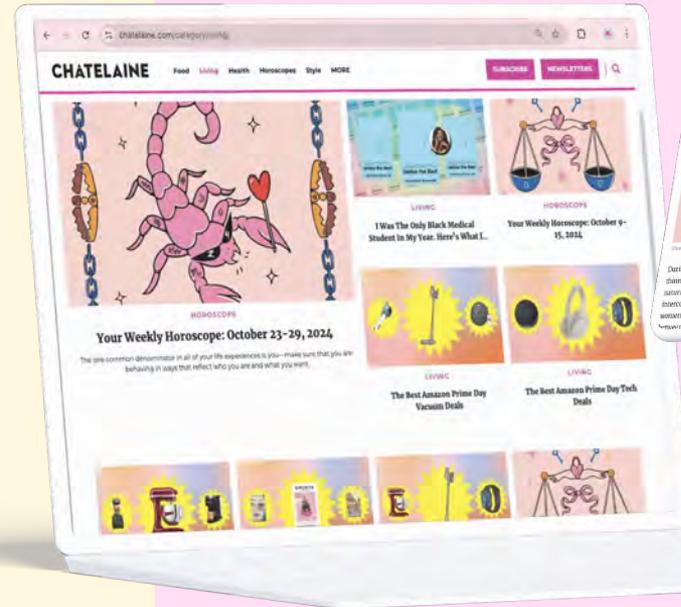
We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across *Chatelaine.com* and the entire SJC Media network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

GUARANTEED DEALS

Programmatic Guaranteed (PG) Deals modernize direct ad buying by offering a more data-driven and automated approach, allowing advertisers to reserve our most premium and guaranteed inventory ahead of campaigns more easily than ever before.

PRIVATE AUCTION

Programmatic Marketplace (PMP) or Private Auction Deals offer more flexibility for media buying, enabling advertisers to use real-time bidding to purchase non-guaranteed impressions with convenience and without commitment, while maintaining the flexibility to buy in real-time.



Digital **SJC AUDIENCE +**

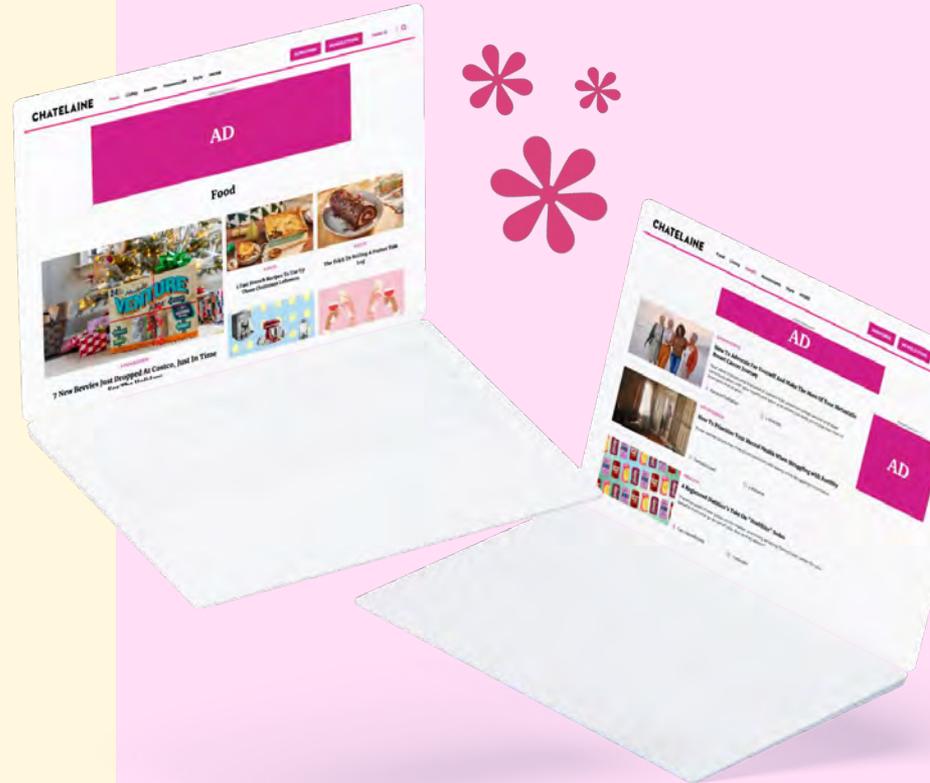
Introducing *SJC Audience+*, our proprietary data-driven advertising platform that delivers more precise targeting, contextual alignment, superior marketing performance and faster reporting. Advertisers can supercharge their campaigns by leveraging SJC's first-party audience data, gaining valuable consumer insights through:

CUSTOM AUDIENCE SEGMENTS

Our media brands reach millions of Canadians each month. Unlock scale, precision and performance through privileged access to audiences across our portfolio. Advertisers can align their brand objectives with any of SJC Media's highly engaged cross-brand audiences. Advertisers can also tap into our plethora of niche audiences to drive deeper connections, achieve higher engagement rates and maximize their ROI.

PRIVATE AUCTION

Through a secure data clean room, we enable our advertisers to compare their first-party consumer data with ours without compromising customer privacy. The resulting insights allow advertisers to run more targeted—and therefore more efficient and effective—campaigns.



Email

DEDICATED E-BLAST

Starting at: \$8,900 (NET)

Engage directly with our highly targeted subscriber base through templated or custom-designed email campaigns tailored to showcase your brand and message.

NEWSLETTERS

Ad Units: Big Box

Starting at: \$15,600 (NET)

Our coveted *Chatelaine* newsletters connect with an exclusive opt-in audience multiple times a week, boasting open rates that far exceed industry benchmarks. With a variety of integrated advertising opportunities, we help brands engage this highly engaged audience in ways that align perfectly with their goals.

Display Ads

Product/Link Inclusion

Sponsored Article

Newsletter Takeover

GROUP CHAT

Introducing the latest addition to our newsletter family: Group Chat, created with our younger followers in mind.

1x Week

THE DISH

Easy weeknight recipes, no-fail baking ideas, our editors' favourite kitchen hacks as well as special offers.

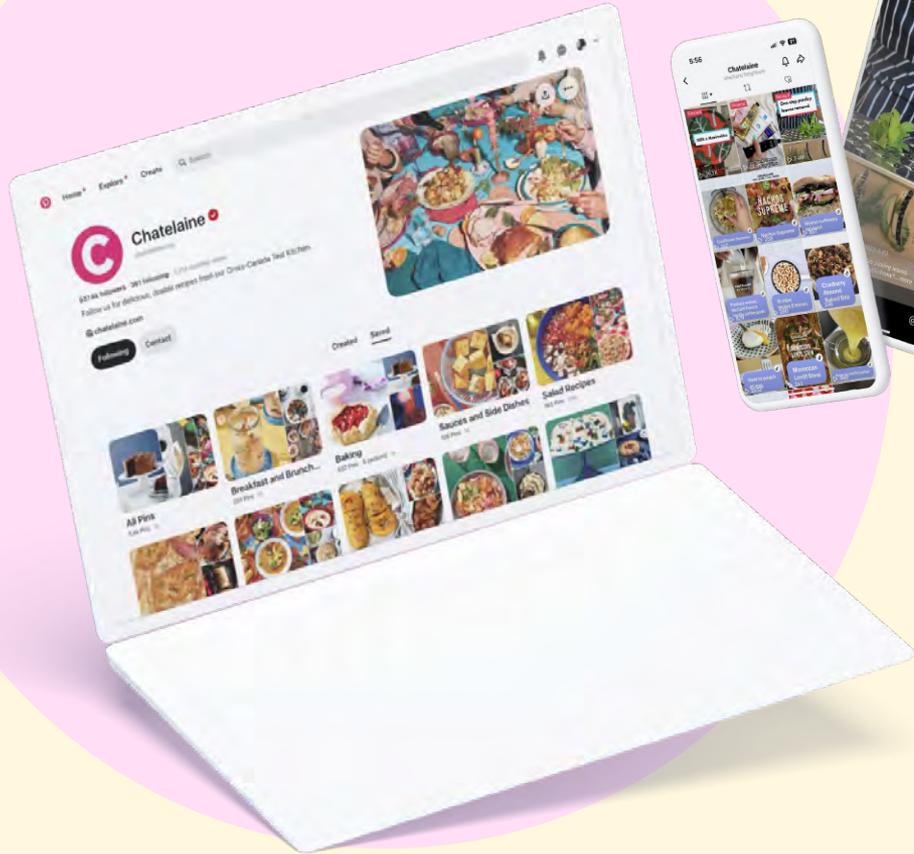
2x Week

THE DIGEST

Our top stories, recipes, beauty, fashion and decor picks, horoscopes and special offers.

3x Week





Social

With a combined following of 994K+, *Chatelaine* knows how to engage its followers on every platform that matters. In 2024, *Chatelaine* reached more than 4.5M people on Facebook and 4.3M people on Instagram.

Looking to reach Canadian women through social? More than 90% of *Chatelaine's* Facebook and Instagram followers are female, and nearly 80% of our Facebook audience is based in Canada.

FOLLOWERS



FACEBOOK
158K+



PINTEREST
537K+



INSTAGRAM
79K+



X
61K+



TIKTOK
20K+

8.8M+ THE NUMBER OF PEOPLE *CHATELAINE* REACHED
ACROSS FACEBOOK AND INSTAGRAM IN 2024

Create, Publish and Amplify

Our suite of branded content services is meticulously crafted to offer advertisers unparalleled opportunities to connect with our audience. From expertly written articles that resonate, to immersive digital destinations, to dynamic social and video content, we tailor each aspect to complement your brand.



CUSTOM ARTICLES

Craft compelling articles tailored to your brand's voice, ready for both print and digital platforms.

PREMIUM DIGITAL DESTINATIONS

Elevate your brand with custom-designed digital spaces, enhancing the reader experience and showcasing your content.

SOCIAL CONTENT CREATION

Engage our audience with tailor-made short form videos for platforms like TikTok, and captivating posts for Facebook and Instagram feeds and stories.

PREMIUM NEWSLETTERS

Design impactful newsletters for powerful e-blasts, maximizing your message's reach.

CUSTOM PHOTO AND VIDEO

Editorial-quality photo and video shoots that elevate your custom content to the next level, bringing your vision to life.

CUSTOM DIGITAL ADS

Create eye-catching digital ads, including display, DOOH, video and audio, to amplify your brand's presence.

INFLUENCER COLLABS

Targeted partnerships with influencers to enhance brand resonance and authentically engage with your audience.

PERFORMANCE MARKETING

Launch campaigns aimed at driving specific consumer actions, boosting conversions and brand engagement.

CONTESTING AND GIVEAWAYS

Efficiently manage contests and giveaways to enhance brand or product awareness and foster email list growth.



5.6X
HIGHER PVS THAN
BENCHMARK

Branded Content Case Study

PET VALU x CHATELAINE

OBJECTIVE

Increase awareness and amplify Pet Valu's reach by leveraging Chatelaine's loyal pet-loving audience. Drive in-store shopping through engaging content, product highlights, and shoppable links.

APPROACH

We created a special pet-themed Summer issue featuring a flip cover, five pages of integrated editorial and custom photography. To make the partnership pop, we temporarily reimagined our logo as *Catelaine!*

The campaign extended online with a [custom digital hub](#), including videos, to connect with pet lovers and drive measurable results.

4.3X
HIGHER PVS THAN
BENCHMARK



Branded Content Case Study

IKEA X CHATELAINE

OBJECTIVE

Position IKEA as the go-to destination for innovative, family-friendly kitchen solutions by showcasing their expertise in creating dream kitchens. Amplify IKEA's reach through a co-branded collaboration that integrates their products across print, digital and social platforms.

APPROACH

We developed a national co-branded campaign featured in our special English and French Kitchen Issues, with a custom-built IKEA kitchen showcased on the cover and highlighted in a feature story filled with expert renovation tips. The content, labeled "In partnership with IKEA," extended across print, digital, and social platforms, including premium ad placements, editorial integrations and engaging organic social content to maximize impact and inspire readers.

Signature and Custom Events

Whether it's sponsoring one of our signature events or working with us to celebrate a public or private special initiative, our virtual/live events provide excellent value, reach and return. All-inclusive, customized programs can be as simple as RSVP management from start to finish, or as grand as securing top vendors, branding/signage, photography, entertainment and more.



MARKETING, AWARENESS & REACH

We manage the promotional campaign, invites, ticketing (if required), RSVPs and production of all assets; as well as targeted invitations or deployment of a promotional campaign across our robust print, digital and/or social channels.

CONTENT & POST-EVENT COVERAGE

Social coverage during the event with the option to have an editor on-site to co-host, participate in a panel or curate content. Opportunity for print, digital and/or social post-event coverage.

Gosmic New Year

MARCH 2025

Step into the stars with *Chatelaine's* immersive spring event, where astrology meets personal growth and vibrant community engagement. Designed to captivate curious minds and inspire new beginnings, this unique experience invites participants to dive into the wisdom of their astrological signs, set powerful intentions for the year ahead and enjoy tailored activities that celebrate the unique traits of every zodiac sign.



EVENT SPONSORSHIP

As a sponsor, your brand activation will shine in alignment with this dynamic audience of over 150 *Chatelaine* fans and influencers seeking meaningful connections and transformative experiences.

Starting at: \$25,000

Sponsorship Close: February 1, 2025



CHATELAINE 2025 MEDIA KIT



MEET SJC MEDIA

Chatelaine is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans, which can be leveraged by our advertising partners.

We produce best-in-class content through our premium print, digital and social pillars. Our reach extends coast to coast, touching more than 21 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling. As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

We are beyond content. We are SJC Media.



The logo consists of the letters 'SJC' in a bold, white, sans-serif font, centered within a solid black square.

SJC

Beyond media.

Contact Us

Kym Wyatt, sales manager
kym.wyatt@stjoseph.com

SJC Media

3 Benton Rd. North York, ON M6M 3G2