

# CHATELAIN

2026 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

**2,044,000**

Digital reach

**3,420,000**

Print + digital reach

## PRINT

**1,345,000**

readers per issue

## DIGITAL

**912,120**

Active users  
per month

## EMAIL

**196,930**

subscribers

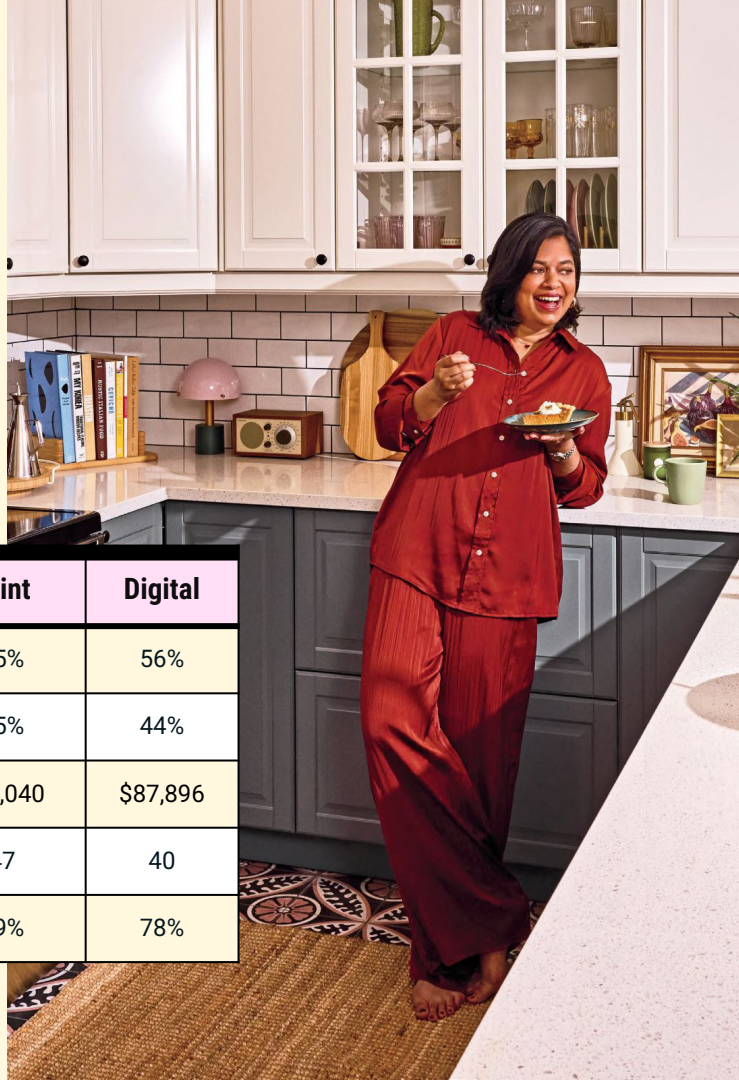
## SOCIAL

**991,300**

followers

	Print	Digital
Female	65%	56%
Male	35%	44%
Average HHI	\$85,040	\$87,896
Average Age	47	40
College+	69%	78%

Source: Vividata (Fall 2025, Adults 14+),  
Google Analytics 12-Month Average



## SOCIAL FOOTPRINT



FACEBOOK  
**158K+**



PINTEREST  
**537K+**



INSTAGRAM  
**79.2K+**



TWITTER  
**61.3K+**



TIKTOK  
**20.9K+**

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

**44%**

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 (Fall 2025)



# 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*



Source: Vividata (Spring 2024, Adults 14+)

# CHATELAINE 2026 MEDIA KIT



## 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** and our social channels.

1.3M  
READERS PER  
ISSUE

912K  
MONTHLY ACTIVE  
USERS

•ADVERTISING •EVENTS  
•BRANDED CONTENT



# Print

Issue	Space Close	Material Close	Impact Date	On-Sale Date
Spring	February 5	February 9	January 29	March 9
Summer	May 25	May 27	May 14	June 22
Fall	July 30	August 5	July 23	August 31
Winter	October 9	October 14	October 2	November 9

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



CHATELAINE



# Editorial Calendar

SJC

## SPRING

### The DIY Issue

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YouTube DIY queen Alexandra Gater shares step-bystep guides for her best low-cost, high-impact projects for every room of the house—from peel-and-stick wall moulding to a genius wireless sconce hack.

#### Food and Drink

Our second-annual Pantry Awards—we've found the tastiest products on grocery store shelves, from jam to tomato sauce to better-for-you snacks. Plus, recipes for high-protein breakfasts; dried beans, rhubarb Charlotte and foolproof soufflé; our favourite Canadian gins; and the rice cookers our editors use on repeat.

#### Style and Beauty

All the spring trends worth your time. The unvarnished truth about veneers.

#### Feature

Meet three families who opened their homes to newcomers from around the world—and helped them rebuild their lives.

#### Health

Would you pay for private menopause care? Here's what you need to know.

#### Travel

A dreamy girls trip to P.E.I.—from jewelbox boutiques to a zen thermal spa (plus beaches and seafood, of course).

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## SUMMER

The Beauty Issue

## FALL

The Kitchen Issue

## FALL

The Joy Issue

More to come!

# 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 *chatelaine.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

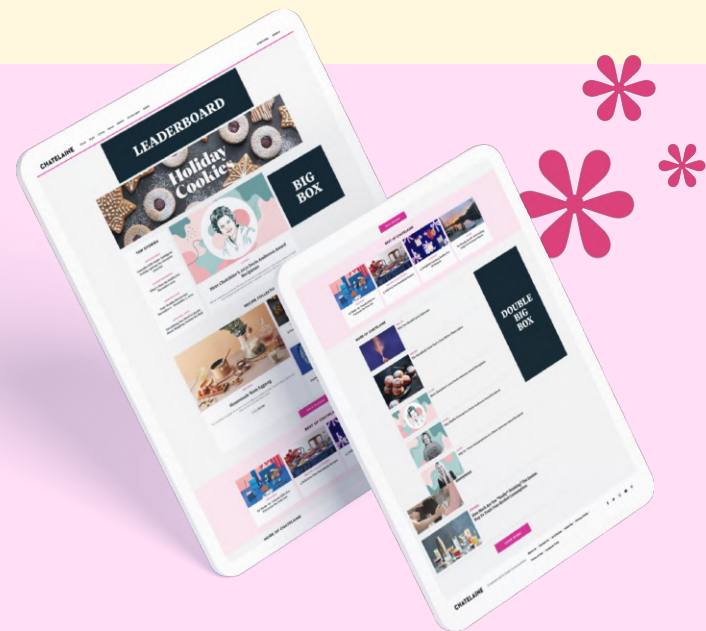
**Starting at: Ask your sales rep.**

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

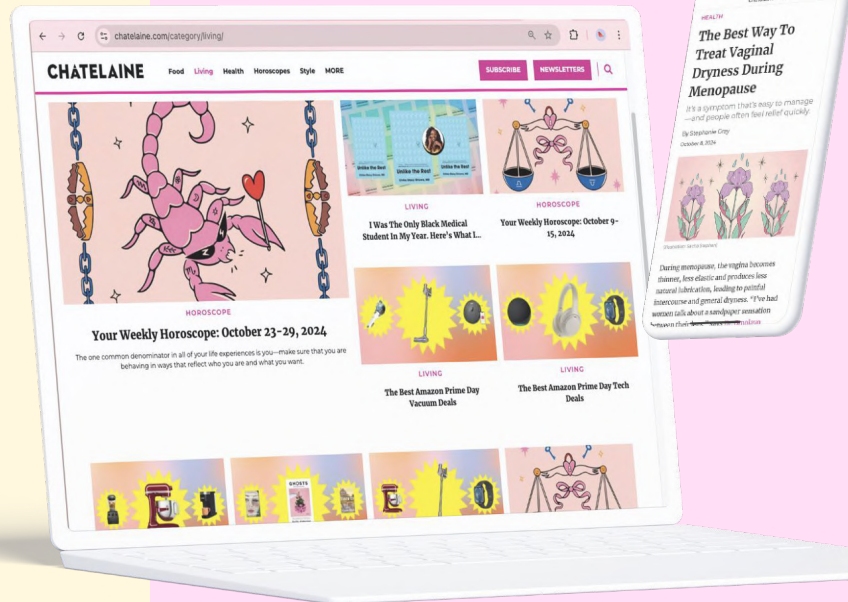
We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across *Chatelaine.com* and the entire SJC Media network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

## 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 +

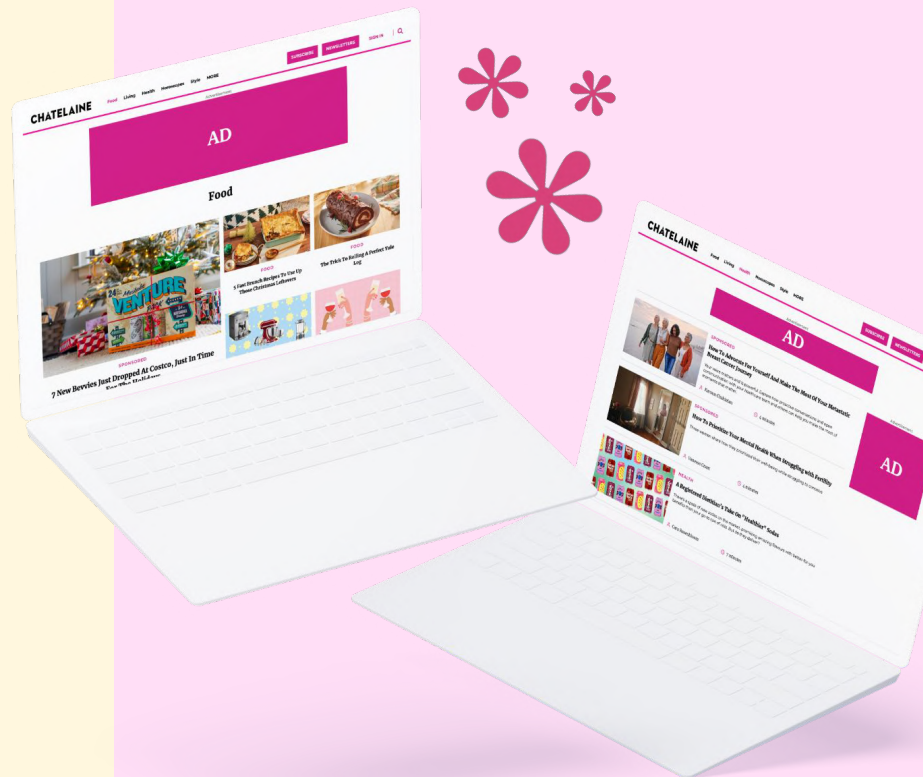
Introducing *SJC Audience+*, our proprietary data-driven advertising platform that delivers more precise targeting, contextual alignment, superior marketing performance and faster reporting. Advertisers can supercharge their campaigns by leveraging SJC's first-party audience data, gaining valuable consumer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

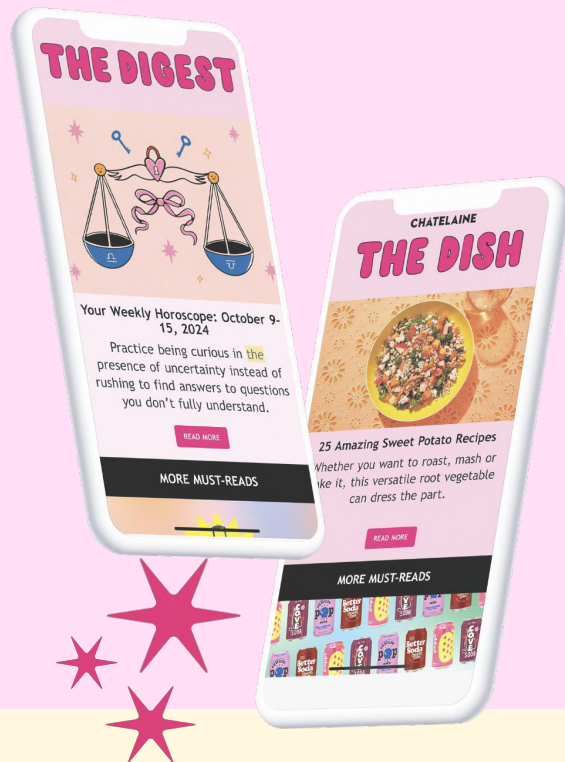
Easy weeknight recipes, no-fail baking ideas, our editors' favourite kitchen hacks as well as special offers.

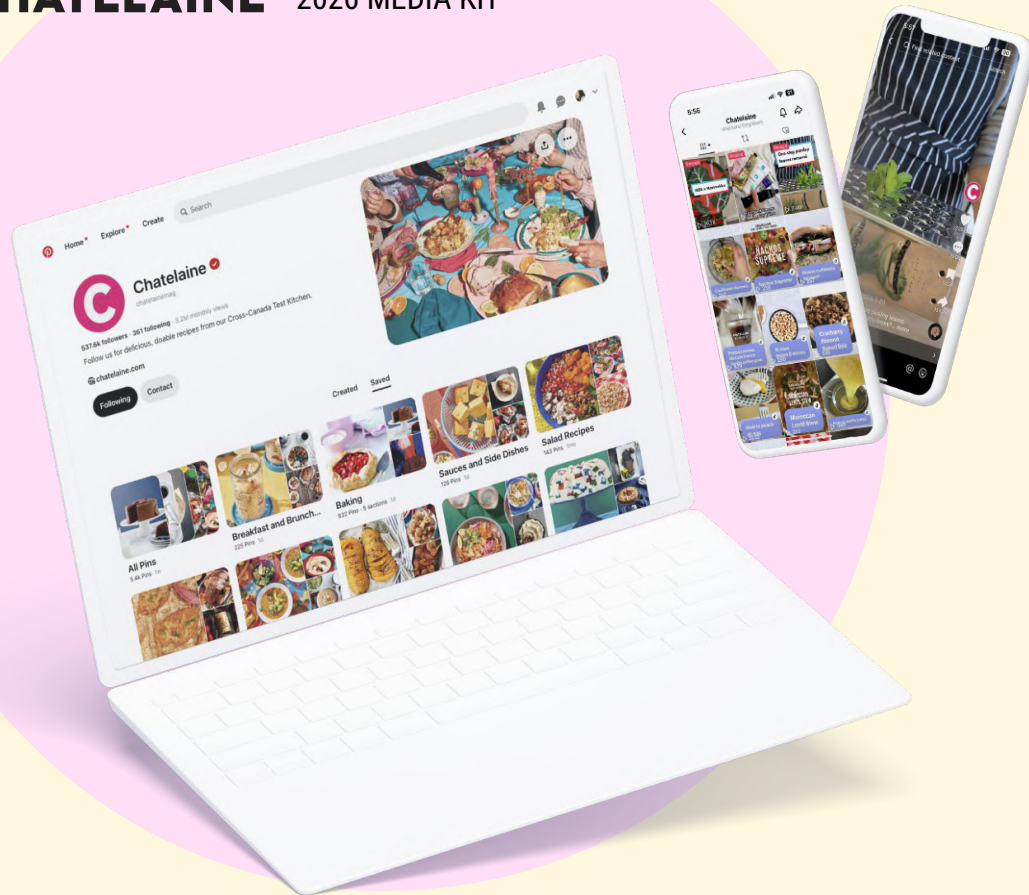
2x Week

## THE DIGEST.

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

3x Week





## Social

With a combined following of 991K+, *Chatelaine* knows how to engage its followers on every platform that matters. In 2025, *Chatelaine* content garnered more than 55M view on Facebook and 6.4M views 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  
157K+



PINTEREST  
536K+



INSTAGRAM  
78K+



X  
69K+



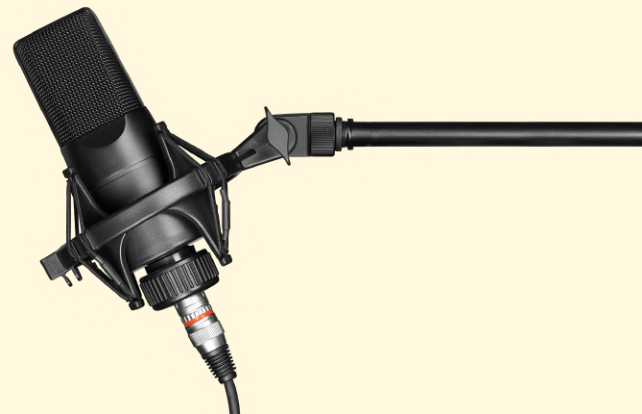
TIKTOK  
20K+

**2.4M+** THE NUMBER OF PEOPLE *CHATELAINE* REACHED ON  
INSTAGRAM IN 2025



# Audio

## THE GROUP CHAT PODCAST



This Spring, *Chatelaine* is launching its first podcast, Group Chat. The show brings women together for smart, timely conversations that matter. Each episode features a dynamic roundtable on the latest cultural moments and real issues shaping women's lives, followed by an in depth interview with a standout guest. It's a fresh new platform for connection, insight, and storytelling.

**FORMAT:** 30-minute video + audio podcast

- 10-min editorial roundtable on trending topics
- 20-min interview with a notable Canadian woman connected to *Chatelaine's* editorial world

**FREQUENCY:** Biweekly (26 episodes)

**EPISODE SPONSORSHIP PACKAGE:** Starting at \$10,000



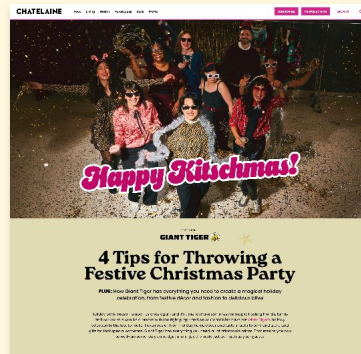
# Branded Content

Storytelling is what we do. Let us use our editorial expertise to create content that elevates your brand and ensures engagement with our audience. Through deep collaboration, our team of creatives and project managers will build an editorial partnership that drives your objectives.

CREATED FOR



[CLICK HERE](#) TO DISCOVER



## INTEGRATED EDITORIAL

Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content

Voice, look and feel of the content will match the brand's style

## CUSTOM CONTENT

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations

Voice, look and feel of the content itself will differ from the brand's style

# 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.



# 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.



# 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.





we're **COOKING'** something  
**NEW** at **CHATELAINE HQ**

**August 23, 2026**

# Kitchen Party Event

**NEW**

*Chatelaine's Kitchen Party* is a lively, one-day celebration of food, creativity, and connection. Bringing together chefs, food influencers, and passionate home cooks, the event invites guests to learn, taste, and be inspired through hands-on classes, live demos, and trend-driven discussions.

It's an immersive experience that captures the heart of what Chatelaine stands for: joy in cooking, curiosity in learning, and the simple pleasure of gathering around good food.

**Sponsorship Packages:** Starting at \$25,000



CHATELAINE  
**beauty  
better**

hey **BEAUTIFUL**,  
**YOU** deserve **BETTER**

October 22, 2026



# Beauty Better Event

*Beauty Better* is Chatelaine's newest signature all-day beauty experience. The event brings modern women together for meaningful conversations, expert insights and hands on discovery.

The main stage will feature roundtable discussions on the beauty topics that matter most today along with in depth interviews with notable industry experts. Beyond the stage, guests can take part in four interactive workshops hosted by sponsor brands, each designed to educate, inspire and help attendees level up their beauty routines.

**Sponsorship Packages:** Starting at \$25,000

# CHATELAINE 2026 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.**



**Beyond media.**

**SJC**

## **Contact Us**

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