



# FASHION

MEDIA KIT 2026



# *about* FASHION

FASHION is a force in the publishing industry. We inspire personal style through cutting-edge fashion, beauty and lifestyle trends. We celebrate creativity and individuality while making high fashion feel accessible and aspirational. In 2026, we're pushing innovation in order to meet our audiences where they are—on social media, email and at experiential events—while continuing to deliver the highest-quality print product. We do this by focusing on content that's influential and authentically inclusive. Partner with FASHION to amplify your brand through our bold, trendsetting audience.

SJC

At FASHION, our community doesn't just follow trends—they help shape them. In 2026, we continue to celebrate style, culture, and creativity through bold storytelling and a distinctly Canadian lens. Our editors remain at the forefront of what's next in luxury, beauty and design, bringing readers closer to the brands, collections and ideas shaping the future. With new digital and physical experiences, dynamic cross-platform storytelling and meaningful partnerships, the world of FASHION has never felt more exciting."

## EDITOR'S MESSAGE

—LIZ GUBER  
Editor-in-Chief



FASHION

# MEET *our* AUDIENCE

**3,121,000+**

Monthly print & digital footprint



FEMALE



MALE



AVERAGE HHI



AVERAGE AGE



COLLEGE+

PRINT 59%

41%

\$80,709

38

68%

DIGITAL 48%

52%

\$81,300

37

66%



SJC

Source: Vividata (Fall 2025, adults 14+), Google Analytics 4-Month Average



**PRINT**  
**1.257M+**  
readers per issue



**DIGITAL**  
**129K+**  
UVs per month



**EMAIL**  
**22.8K+**  
subscribers



**SOCIAL**  
**3.1M+**  
followers



**1.58M+**



**290K+**



**161K+**



**431K+**

**FASHION**

# THEY'VE *got* SPENDING POWER

COLLECTIVELY, OUR READERS SPENT:

**\$282M**

EYEWEAR  
*in the P12M*

**\$77.9M**

COSMETICS  
*in the P30D*

**\$2.7M**

INTERNATIONAL TRAVEL  
*on their last trip*

**\$1.9B**

HOME ELECTRONICS  
*in the P2Y*

**\$1.9B**

FURNITURE  
*in the P12M*

**\$590M**

FOOTWEAR  
*in the P12M*

**\$857M**

FASHION (F)  
*in the P12M*

**\$1.3B**

SPORTS EQUIPMENT  
*in the P12M*

**\$718M**

JEWELLERY  
*in the P12M*

**\$662M**

HOME ACCESSORIES  
*in the P12M*





## **MERCH**

The hottest shoppable trends and tips on how to wear them

## **ATELIER FIRST CLASS**

Introducing our travel feature, full of inspiration and tips to the world's most luxurious destinations

## **ESCAPE**

Our fashion and beauty experts from around the world share their go-to itineraries and hot spots.

## **BACKSTORY**

In-depth interviews with prominent CEOs and founders behind the biggest brands in fashion and beauty.

## **IDENTITY**

An interview with a celeb, brand founder, or influencer about how beauty shapes their identity and sense of self

## **GUEST CURATORS**

A notable and stylish persona (think: a content creator, star athlete or brand ambassador) takes over a market page in each issue to share their current shopping obsessions

## **WATCH SPECIAL**

Each issue, a watch expert takes readers through the must-know trends in timepieces.

## **MENSWEAR**

This one's for the boys. The definitive menswear edit to keep you looking sharp

## **TEXTURE TALK**

How to keep textured hair looking and feeling its best, plus interviews with curly hair care brand founders and changemakers

## **TREND REPORT**

Each Fall and Spring, we'll deliver the season-defining runway and beauty looks to help our readers stay one step ahead.

## **EDITORS' PICKS**

The FASHION team shares their favourite clothing, accessory and homeware finds of the season

## **LAST WORD**

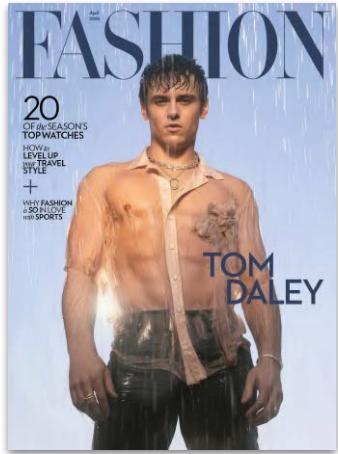
Spotlight on a luxury design with the ultimate wish list potential

## **THE DROP**

The debut moment your product deserves—our audience wants to be the first to know.

**FASHION**

# **OUR CONTENT**



OUR  
COVER  
*stars*

FASHION

**special ISSUES****PRIDE + CAKE MIX**

Summer Issue

**THE ONES**

September Issue

**POWER OF SPORTS**

October Issue

**SJC****MARCH**

*Spring Trends.* Highlights of the season's top trends in womenswear, menswear, and beauty. Featuring a spring jewelry shoot, a spotlight on watches, and must-see travel destinations.

**APRIL**

*Travel + Sports.* Your guide to planning the perfect summer getaway, featuring a sustainable travel spotlight. **Plus:** a spring-ready sports-meets-style primer.

**SUMMER***PRIDE Spotlight*

Featuring LGBTQ+ disruptors, tastemakers, and voices to know, woven through our style and beauty pages. **Plus:** The reveal of the Beauty Awards 2026.

**SEPTEMBER**

*The Ones.* Celebrating Canadian phenoms with exclusive features in print, digital, and a star-studded party during TIFF. **Plus:** the best of fall trends in womenswear, menswear, and beauty, along with a Travel Spotlight.

**EDITORIAL CALENDAR****OCTOBER**

*Power of Sport.* The highly anticipated sport-themed issue returns, spotlighting rising stars across major leagues, including our cover feature. **Plus:** cutting-edge performance innovations in clothing and beauty, and a Travel Spotlight.

**NOVEMBER**

*Lifestyle Issue.* Ushering in the peak of entertaining season with a celebration of fashion and food. Think: elevated dinner parties, the most stylish culinary influencers, and all things good taste, plus a Travel Spotlight.

**WINTER***Special Jewellery & Gift-Giving Issue.*

Showcasing the latest jewellery and watch styles with expert advice. **Plus:** emerging brands to know, and FASHION's ultimate Gift Guide featuring fashion, accessories, tech, beauty, and homeware, alongside a Travel Spotlight.

**FASHION**



# fashionmagazine.com

# CONTENT CALENDAR

## JANUARY

Golden Globe Awards  
Paris Haute Couture

## FEBRUARY

Valentine's Day Gift Guide  
Black History Month  
Grammy Awards  
Lunar New Year Gift Guide  
BAFTA Awards  
SAG Awards  
Copenhagen Fashion Week  
New York Fashion Week  
London Fashion Week  
Milan Fashion Week  
Paris Fashion Week

## MARCH

International Women's Day  
Academy Awards  
Spring trends and beauty roundups

## APRIL

Earth Day

## MAY

Met Gala  
Cannes Film Festival  
Mother's Day Gift Guide  
Summer Shopping Guide

## JUNE

Pride Month Kickoff  
Indigenous History Month  
Father's Day Gift Guide  
London Fashion Week Men's

Paris Fashion Week Men's

## JULY

Paris Haute Couture

## AUGUST

Copenhagen Fashion Week  
Venice Film Festival

## SEPTEMBER

Toronto International Film Festival  
New York Fashion Week  
London Fashion Week  
Milan Fashion Week

Paris Fashion Week  
National Truth and Reconciliation Day  
Primetime Emmy Awards  
MTV Video Music Awards

## OCTOBER

LGBT History Month  
Breast Cancer Awareness Month  
National Coming Out Day  
CAFA Awards

## NOVEMBER

CFDA Awards  
Transgender Awareness Day  
Black Friday

## DECEMBER

Cyber Monday  
Holiday Gift Guide  
World AIDS Day



# EDITORIAL *franchises*

SJC

Our latest editorial integration that offers exclusive, **behind-the-scenes access to brands** in the fashion, culinary, travel and beauty industries.

## THE BEAUTY AWARDS

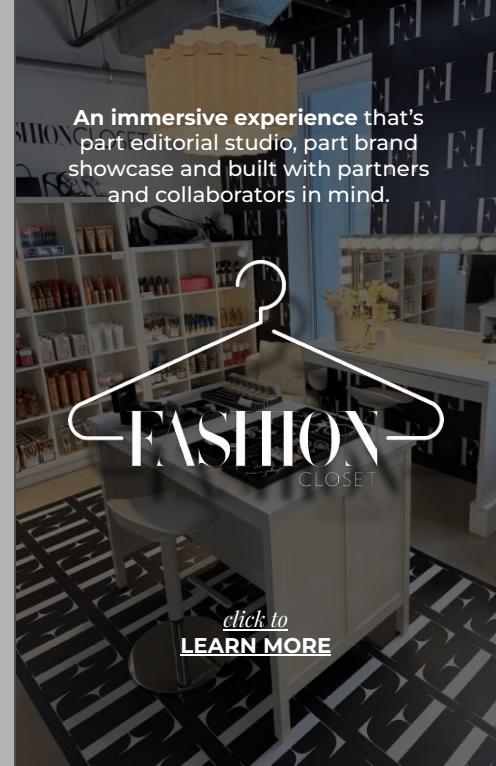


Canada's ultimate beauty authority, celebrating the most coveted products and the brands behind them.

## the drop



*FASHION's* editorial franchises are iconic storytelling platforms that celebrate the brands and products we love. These trusted, hybrid programs—adored by both readers and brands—enable seamless sponsor integration into the narrative. Amplified across print, digital, social, and live events, they can extend far beyond the magazine's pages, creating a lasting impact.



An immersive experience that's part editorial studio, part brand showcase and built with partners and collaborators in mind.



# WHAT *we* OFFER

At *FASHION*, we understand the power of connection. Our advertising solutions are designed to create deep engagement between your brand and our passionate audience, whether that's in print or on our digital and social platforms.

**PRINT**

**DIGITAL**

**EMAIL**

**SOCIAL**

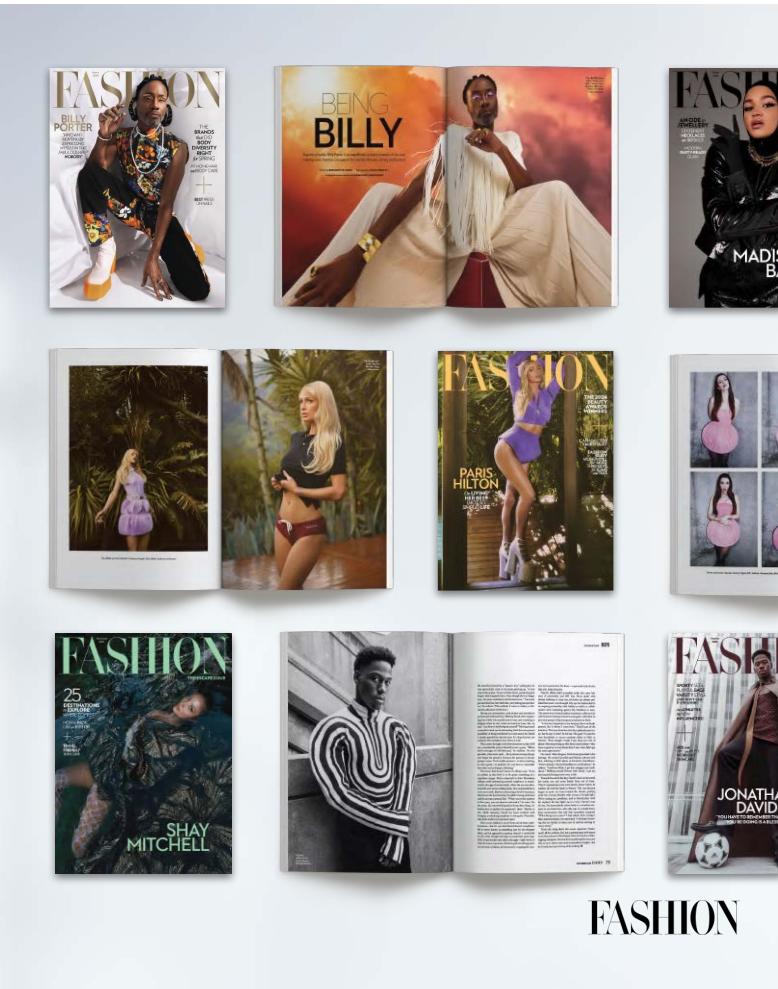
**CUSTOM  
CONTENT  
EVENTS**

# PRINT

ISSUE	SPACE CLOSE	MATERIAL CLOSE	INSERT DUE	SUBS IMPACT	ON-SALE
MARCH	Jan-19-26	Jan-21-26	Jan-12-26	Feb-16-26	Feb-16-26
APRIL	Mar-02-26	Mar-04-26	Feb-23-26	Mar-30-26	Mar-30-26
SUMMER	Apr-20-26	Apr-22-26	Apr-13-26	May-18-26	May-18-26
SEPTEMBER	Jul-06-26	Jul-08-26	Jun-26-26	Aug-03-26	Aug-03-26
OCTOBER	Aug-21-26	Aug-25-26	Aug-14-26	Sep-21-26	Sep-21-26
NOVEMBER	Sep-28-26	Sep-30-26	Sep-21-26	Oct-26-26	Oct-26-26
WINTER	Nov-02-26	Nov-04-26	Oct-26-26	Nov-30-26	Nov-30-26

## RATES (NET)

FREQ. DISC.	FULL PAGE	DPS	OBC	IBC	IFC SPREAD
1X	\$20,460	\$37,851	\$25,575	\$22,506	\$47,314
3X	10%	\$18,414	\$34,066	-	-
6X	15%	\$17,391	\$32,173	-	-



# DIGITAL

## DIRECT DISPLAY *options*

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.

### ROS & RON

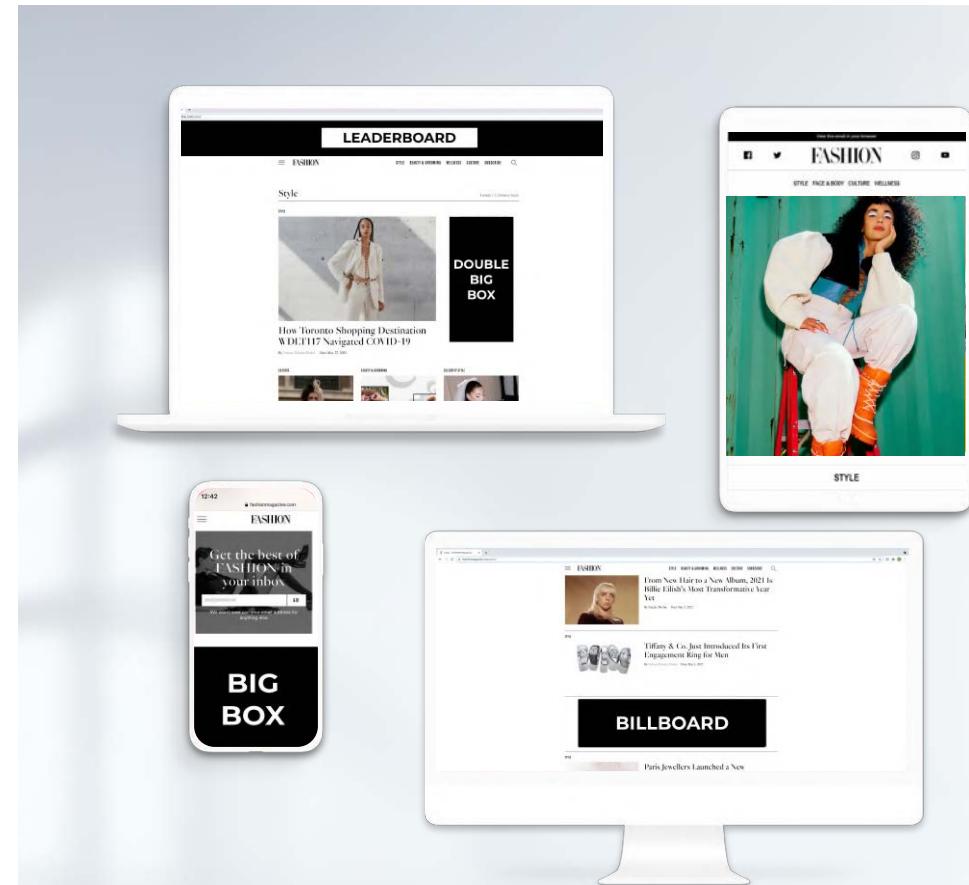
RATE: \$25/CPM (NET) Video: \$40/CPM (NET)

Run-of-Site (ROS) display allows you to reach a broad audience across *fashionmagazine.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.

### Homepage Takeover + POE

RATE: \$1,100/DAY (NET)

Command attention at the most visible touchpoints with a display ad roadblock that capture audiences as they land on our site.



# DIGITAL

## DIRECT DISPLAY *options*

### Category Takeover

RATE: Ask your sales representative.

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 style, beauty, culture, and more to align with your target audience's interests.

### Apple News+ Display

RATE: \$25/CPM (NET)

Extend your reach beyond our owned channels with premium display placements on Apple News. Your brand will appear alongside trusted editorial content from [fashionmagazine.com](http://fashionmagazine.com), connecting with an engaged, high-value audience in a brand-safe environment. In addition to standard display formats, Apple News offers access to larger high-impact units and interstitial ad placements for even greater visibility.



# DIGITAL

## PROGRAMMATIC *solutions*

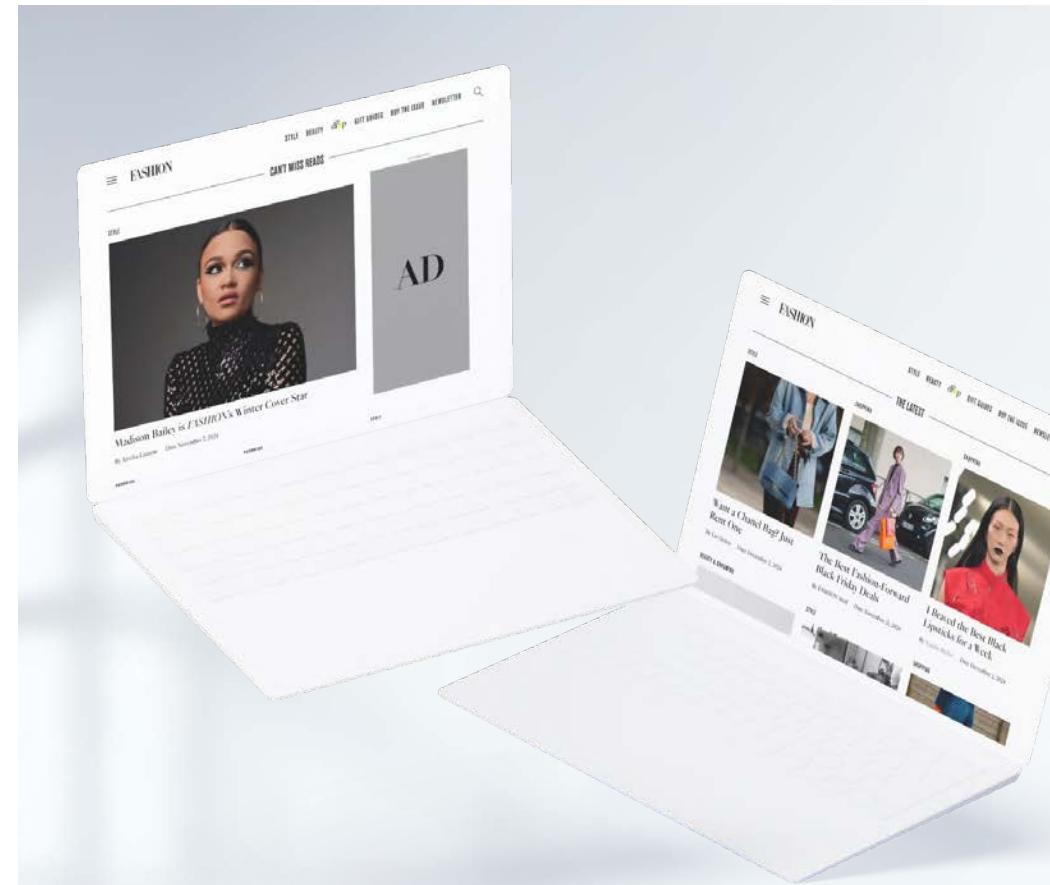
We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across *fashionmagazine.com* and the entire SJC Media network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

### 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+

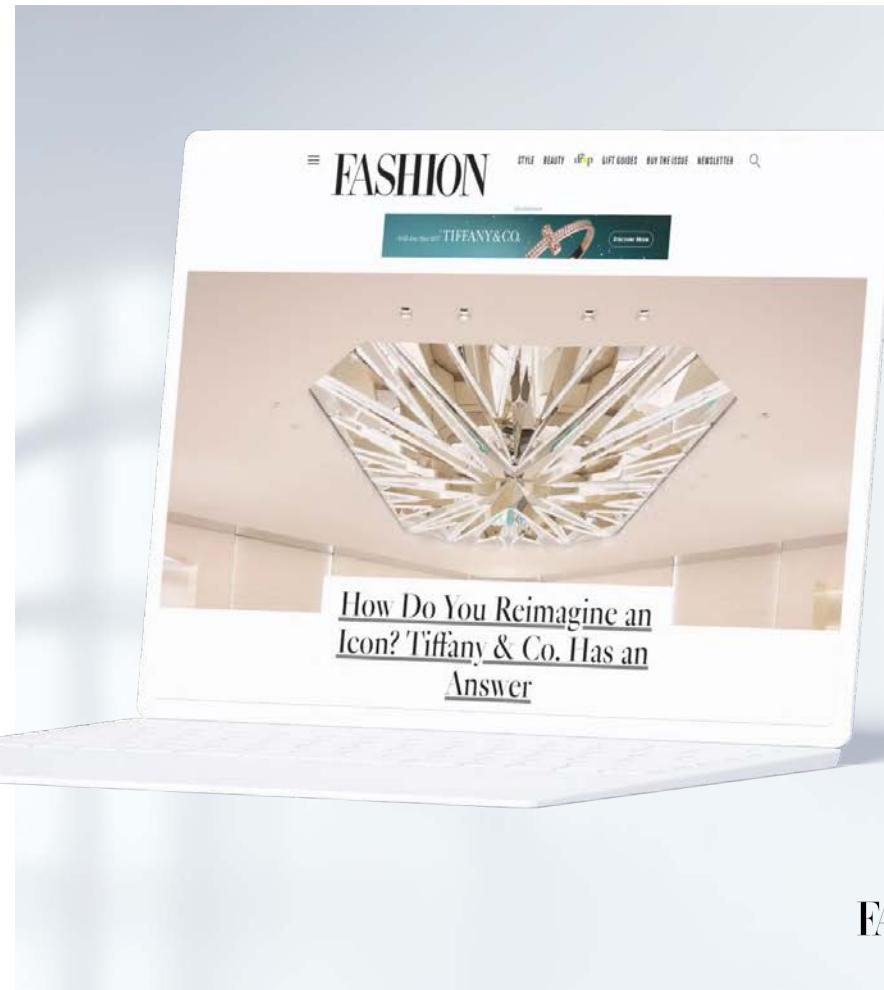
Introducing *SJC Audience+*, our proprietary data-driven advertising platform that delivers more precise targeting, contextual alignment, superior marketing performance, and faster reporting. Advertisers can supercharge their campaigns by leveraging *SJC*'s first-party audience data, gaining valuable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

### Direct Data Collaboration

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

## EBLASTS

Subscribers: 14,000 | Starting at: \$3,800 (NET)

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

## NEWSLETTERS

Subscribers: 15,000 | Starting at: \$3,500 (NET)

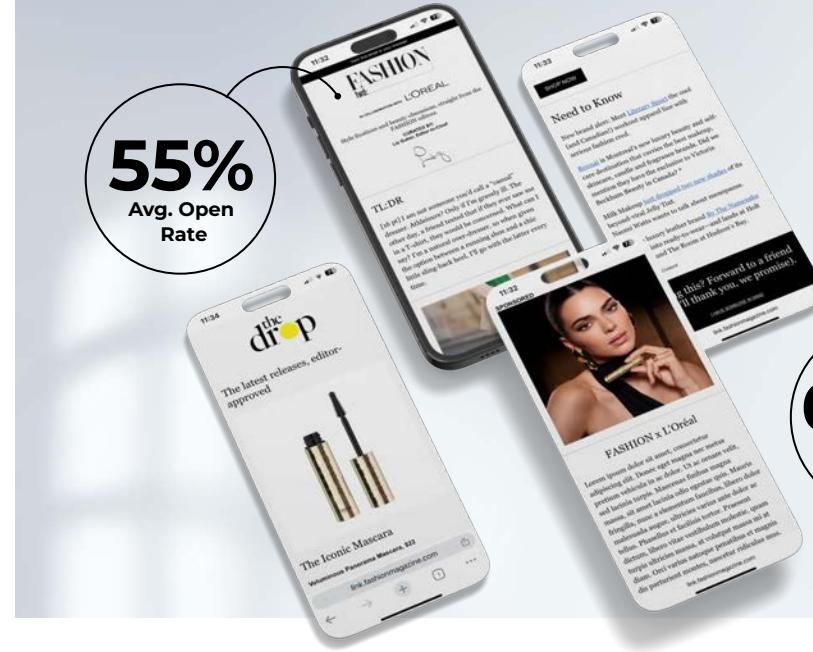
Our coveted *FASHION* newsletters connect with an exclusive opt-in audience multiple times a week, boasting open rates that far exceed industry benchmarks. With a variety of integrated advertising opportunities, we help brands engage this highly engaged audience in ways that align perfectly with their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

### Display Ads

### Product/Link Inclusion

### Sponsored Article

### Newsletter Takeover



### ***FASHION FWD***

1x Weekly

Introducing the latest addition to our newsletter family: *FASHION FWD*. Your ultimate style digest, offering an insider's look at the fashion world. From breaking news and must-have product picks to sharp commentary and beyond.

### ***FASHION WEEKLY***

2x Weekly

This high-frequency newsletter delivers a curated selection of our latest stories directly to the inboxes of our highly engaged email subscribers.

### ***THE DROP***

1x Monthly

A monthly extension of our popular editorial franchise, '*The Drop*', highlights the latest and greatest product launches across fashion, accessories, beauty, and more.

**FASHION**

# SOCIAL

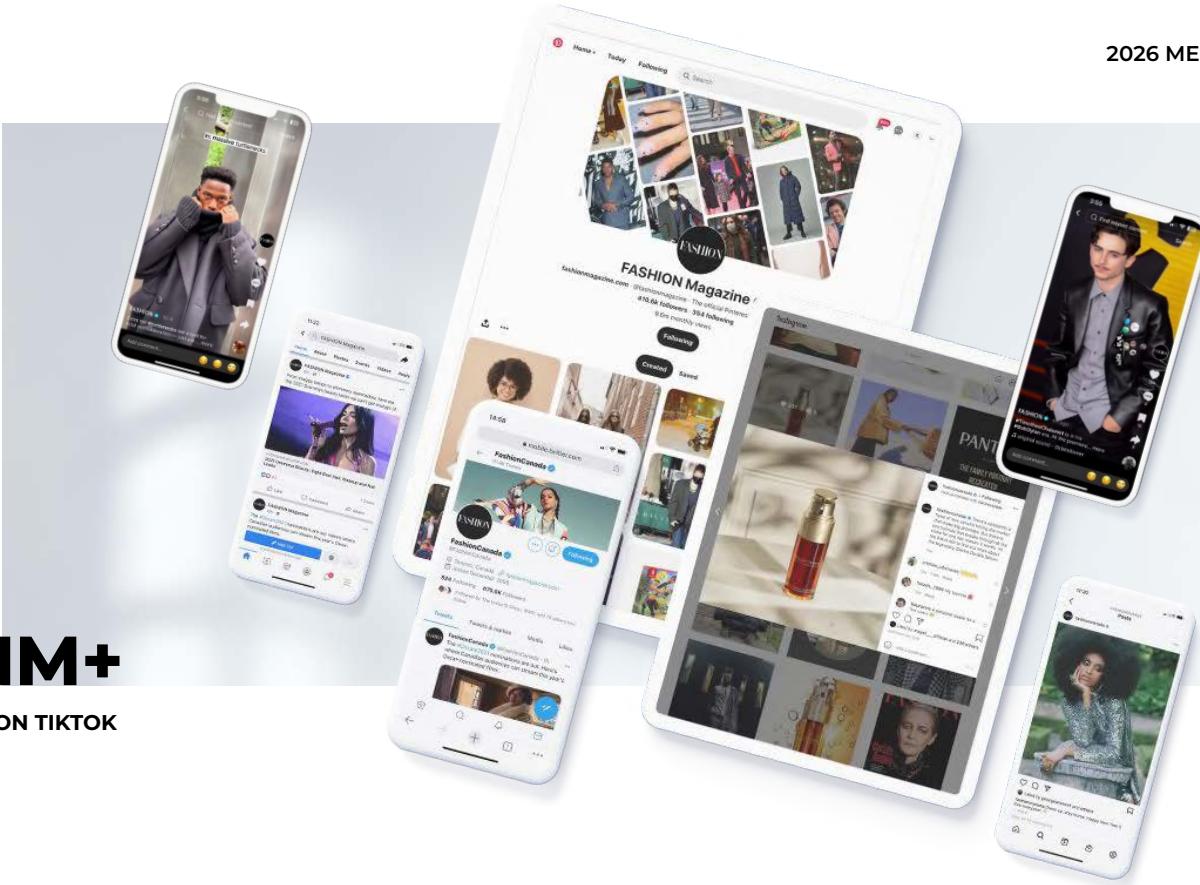
FASHION's social media impact is undeniable, with a vibrant community of over 3 million followers and a reach that soared to over 9 million fashion and beauty enthusiasts on Facebook and Instagram in 2025.

Partner with us to amplify your brand. Sponsor and integrate into one of our popular social series, or collaborate with our branded content team to craft bespoke social content that captures your audience and drives engagement.

Starting at \$3,500/Post

**9.1M+**

LIKES ON TIKTOK



**FOLLOWERS**



**1.58M+**



**431K+**



**290K+**



**609K+**



**7.95K+**



**161K+**

# 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.

## INTEGRATED *editorial*

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

The voice, look and feel of the content will match the brand's style.

## SPONSOR *content*

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

The voice, look and feel of the content itself will differ from the brand's style.



IN PARTNERSHIP WITH



GREY GOOSE®

FASHION

COUTURE COCKTAILS

3 Chic Cocktails Inspired by the Paris Haute Couture Spring 2024 Collections

Grey Goose vodka is the official spirit of the Paris Haute Couture Spring 2024 collections. The brand has joined forces with the world's most prestigious fashion houses to create three new cocktails that reflect the season's key trends.

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LA VIE EN ROSE

Paris Haute Couture Spring 2024 Trend: Romantic floral applique

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LA COQUETTE

Paris Haute Couture Spring 2024 Trend: Delicate sheer fabrics

LA VIE EN ROSE

Paris Haute Couture Spring 2024 Trend: Romantic floral applique

LE JARDIN

Paris Haute Couture Spring 2024 Trend: Nature motifs

## 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 TikTok/IG Reels, and captivating posts for Facebook/Instagram feeds and stories.

## PREMIUM *newsletters*

Create impactful newsletters for dedicated e-blasts, or integrate into our loyalty-driving editorial newsletters to maximize your message's reach.

## CUSTOM **PHOTO** *and VIDEO*

Direct editorial-quality photo and video shoots that drive 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.

# 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.



# DIGITAL ARTICLE

## starter package

Don't just advertise—become part of the narrative. Let *FASHION* tell your story to our loyal digital readers who come to us for the content they love. Collaborate with our dedicated branded content team to craft a digital article that not only engages our audience but also builds thought leadership and elevates consideration for your brand or product.

Our digital article starter package offers a turnkey solution to create, publish, and amplify your content across multiple media channels, including our website, newsletter, and social.

### WHAT'S INCLUDED

STARTING AT: \$15,480

#### SPONSORED DIGITAL ARTICLE

A custom, expertly written article between 400-700 words tailored to your specific goals, published on *fashionmagazine.com*.

#### ARTICLE ROADBLOCK

A complete display ad takeover on your article page, ensuring maximum brand impact.

#### DEDICATED EBLAST

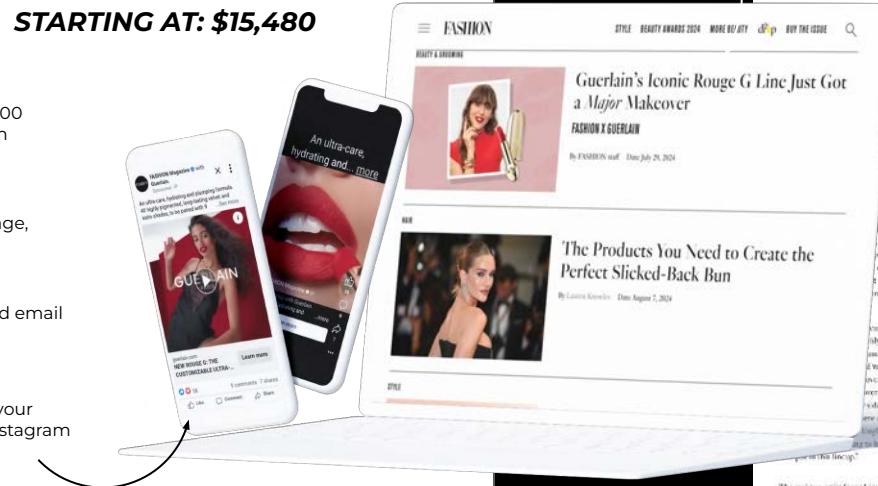
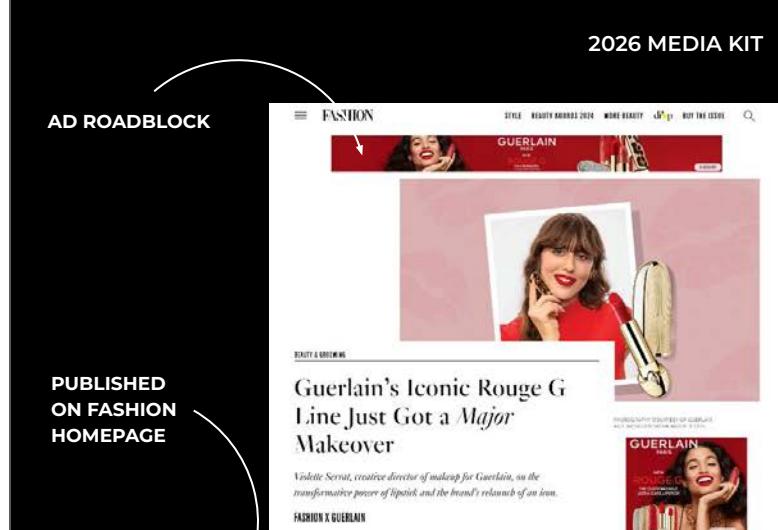
Your article will be promoted through a dedicated email sent to over 13K engaged *FASHION* subscribers.

#### SOCIAL AMPLIFICATION

A paid social campaign (dark post) will promote your article, leveraging our *FASHION* Facebook and Instagram accounts for maximum reach and engagement.

#### AD ROADBLOCK

PUBLISHED  
ON FASHION  
HOMEPAGE





# FASHION AFTER DARK

Hosting an unforgettable event? *FASHION* After Dark is our newest monthly photo series capturing Toronto's most stylish scenes and the effortlessly chic crowd behind them. Shot exclusively in black and white, the series celebrates the energy, spontaneity, and glamour of the city's buzziest gatherings. No step-and-repeats, no posing, just unfiltered moments of style in motion.

Your role? You bring the guest list. We'll bring the lens. Our photographer discreetly documents the night, capturing authentic, high-fashion moments as they unfold. The final edit will be published in *FASHION* magazine, featured on [fashionmagazine.com](http://fashionmagazine.com), and shared across our social channels for maximum exposure and cultural relevance for your event.

## WHAT'S INCLUDED

### PRINT

A dedicated full-page feature in *FASHION* magazine, showcasing curated black-and-white photographs from your event, accompanied by a short editorial blurb.

### WEB

A beautifully crafted photo story published on [fashionmagazine.com](http://fashionmagazine.com), complete with event highlights and a write-up capturing the energy and style of the night.

### FULL PACKAGE:

- **Two Events:** \$15,000
- **Single Event:** \$10,000

**DIGITAL ONLY:** \$5,000

### SOCIAL

An organic Instagram carousel on [@fashioncanada](http://fashioncanada), featuring a selection of event images to engage our fashion-savvy audience and drive visibility.

### NEWSLETTER

Inclusion in *FASHION*'s newsletter, spotlighting your event and linking directly to the *FASHION* After Dark digital article for added exposure.

**Please note:** *FASHION* After Dark is an editorial series and not a replacement for event photography. All images are captured at the photographer's discretion, and final photo selection is determined solely by the *FASHION* editorial team.

**FASHION**



## SUSTAINABLE STYLE

Volvo's partnership with *FASHION Magazine* skillfully highlighted their leadership in safety, sustainability, and design, intertwining it with the eco-conscious evolution of luxury fashion. The collaboration featured striking editorial photography and video content, showcased through a custom digital destination on [fashionmagazine.com](https://fashionmagazine.com) and in a multi-page editorial.

IN PARTNERSHIP WITH

**V O L V O**

SJC

**2.8X** PV  
BENCHMARK

**1.4X** SCROLL DEPTH  
BENCHMARK

**FASHION**

# SIGNATURE & CUSTOM EVENTS

Whether you're sponsoring one of our signature functions or working with us to celebrate a special public or private initiative, our virtual/hybrid and in-person events offer excellent value, reach and return. Our all-inclusive, customized programs can range from simple guest-list management from start to finish to grander aspects such as securing top vendors, creating branding and signage, arranging photography, entertainment, and more.

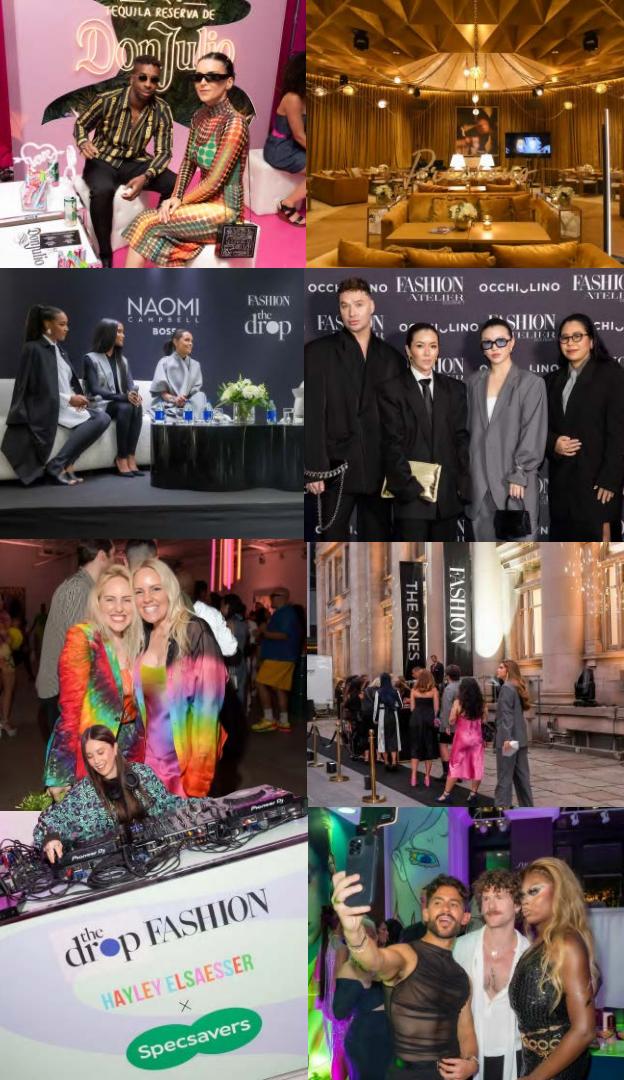
## AWARENESS & REACH

Our team expertly manages your entire promotional campaign, from overseeing invitations and ticketing (if needed), to handling RSVPs and producing all essential assets. We also specialize in crafting targeted invitations and launching impactful promotional campaigns through our extensive network of print, digital, and social media channels.

## POST-EVENT COVERAGE

We offer a range of services across print, digital, and social media platforms to keep the conversation going and extend your reach.

Enhance your event with our live social media coverage. Choose to have one of our editors on-site, either to co-host, engage in panel discussions, or to curate bespoke content tailored to your audience.



# SIGNATURE EVENTS

## JOIN *the* PARTY

**FASHION**'s signature events are where the magazine's pages come to life—an irresistible convergence of style, culture, and influence. These highly coveted occasions are a magnet for Canada's elite: trendsetters, tastemakers, social darlings, and celebrities.

For brands, they offer a rare and golden opportunity to captivate this exclusive audience through inspired sponsorships and bespoke activations that seamlessly transport guests into their universe.



# THE ONES

SEPTEMBER 2026

This annual soirée, co-hosted by *FASHION* publisher Deidre Marinelli and senior creative and fashion director George Antonopoulos, celebrates our annual September issue cover stars — from models to influencers and everything in between — showcasing the hottest Canadian trailblazers of the year. Each annual edition highlights a different category and marks the kickoff to festival season. The evening features immersive brand activations, bubbly, cocktails, canapés, and a dance party so good, no one wants it to end.



## EVENT SPONSORSHIP

Align with over 500 of Canada's most influential and impeccably stylish leaders from the worlds of fashion, business, arts, and entertainment. Your brand presence will resonate far and wide, with pre- and post-event coverage and the power of organic social buzz as our influencer guests share your brand experiences, collectively reaching social audiences in the tens of millions.

**Starting at:** \$25,500 (NET)

**Sponsorship Close:** August 1, 2026

# CUSTOM EVENTS

## OWN *the* SPOTLIGHT

Debuting a new collection? Opening a store? Or simply looking to create buzz around your brand? Partner with our Events team to craft a custom experience that puts your brand front and center with the most influential voices in fashion, beauty, and culture.

From curated guest lists and seamless execution to pre- and post-event coverage, we take care of every detail. Let our network of influencers and tastemakers amplify your brand, generating organic buzz and ensuring your event makes a lasting impression.

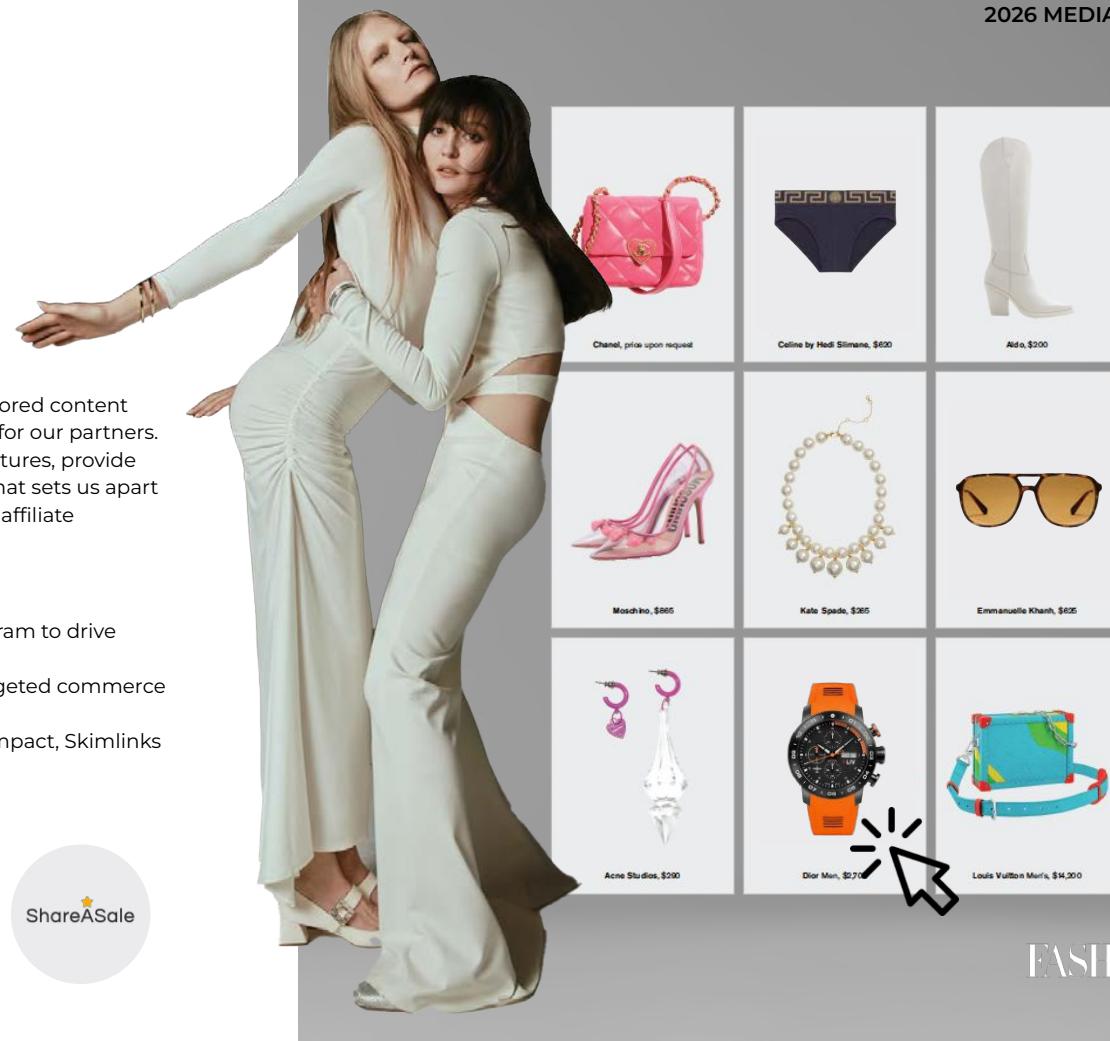


# AFFILIATE *marketing*

By seamlessly integrating affiliate marketing links into our sponsored content programs, we unlock the potential to drive incremental revenue for our partners. Additionally, our premium placements, exemplified by listicle features, provide brands with prime real estate in targeted commerce content. What sets us apart is our commitment to accessibility; we proudly support all major affiliate platforms.

## How we activate affiliate partnerships:

- Integrate affiliate marketing links in sponsored content program to drive incremental revenue.
- Sponsor premium placements (ex. listicle placements) in targeted commerce content for 3 or 6 months.
- We support all major affiliate platforms including Rakuten, Impact, Skimlinks and ShareASale.





# MEET SJC MEDIA

*FASHION* is published by SJC Media, the largest Canadian publisher of trusted brands that serve communities of loyal fans—a customer base that 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 23 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 with 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.**

# CONTACT US

**Deidre Marinelli**

**Publisher**

[deidre.marinelli@stjoseph.com](mailto:deidre.marinelli@stjoseph.com)

+1 416 617 0819

**SJC Media**

3 Benton Rd.

North York, ON  
M6M 3G2

**SJC**

