



STATELY
MAGAZINE



Stately Magazine
RETIREMENT LIFESTYLE

MEDIA KIT

WHO WE ARE

WE ARE WESTERN CANADA'S BEST RETIREMENT LIFESTYLE MAGAZINE

WELCOME TO STATELY MAGAZINE. WE ARE A MARKET-SPECIFIC PUBLICATION AIMED AT PEOPLE AGED 60 USING TARGETED DISTRIBUTION, STATELY HAS THE CONTENT AND DESIGN OF A NATIONALLY-PUBLISHED TITLE BUT WITH LOCALIZED ADVERTISING.

THE STRATEGY BEHIND THE PUBLICATION OF STATELY IS BASED ON THE IDENTIFIED 60+ AND RECENTLY RETIRED MARKET. EACH EDITION FEATURES CELEBRITY INTERVIEWS ALONGSIDE HEALTH, TRAVEL, LIFESTYLE AND CULTURE FEATURES.

PEOPLE IN CANADA ARE LIVING LONGER – AND NOT ONLY ARE PEOPLE LIVING LONGER, THEY ARE HEALTHIER AND MORE ACTIVE THAN ANY GENERATION BEFORE THEM.



TODAY'S RETIREES AND SOON-TO-BE RETIRED HAVE SERIOUS SPENDING POWER. THIS DISPOSABLE INCOME, ALONG WITH ADVANCES IN HEALTHCARE AND TECHNOLOGY, MEAN THAT THE 60+ POPULATION IS ENJOYING LONG, FULFILLING LIVES – AND THE NUMBERS ARE GROWING – ALMOST AS FAST AS THEIR INCOME. IN FACT IT IS ANTICIPATED THAT, IN CANADA, THE POPULATION WILL SOON COMPRISE OF MORE PEOPLE AGED OVER 65 THAN UNDER THAT AGE..

TODAY'S OVER 60S ARE RELAXED ABOUT SPENDING THEIR MONEY ON RECREATION, CULTURE, FOOD AND HOUSEHOLD GOODS - AND THEY CONTINUE TO BE BIGGEST AND MOST ENTHUSIASTIC CONSUMERS OF PRINT MEDIA.

Although, over 60s are active online they are still heavy consumers of print media and TV so online only channels may not be the best way to engage with them. - Enders Analysis, 2016



OUR READERSHIP

WE ARE ROLLING STATELY OUT TO A SPECIFICALLY TARGETED READERSHIP WHO WE KNOW WILL RESPOND TO THE CONTENT AND ADVERTISING. USING A CAREFULLY DEvised AND WELL EXECUTED DISTRIBUTION STRATEGY WE WILL ENSURE THAT THIS PUBLICATION HAS THE EYE OF OUR TARGET READERSHIP. THESE READERS FALL UNDER THE FOLLOWING CATEGORIES:

EMPTY-NEST ADVENTURERS

EMPTY-NEST ADVENTURERS ARE MATURE, MARRIED COUPLES AGED 50 AND OVER AND WHO LIVE IN VERY COMFORTABLE HOMES / ACREAGES. THEIR CHILDREN HAVE TYPICALLY NOW LEFT HOME GIVING THESE PARENTS THE OPPORTUNITY TO FULLY ENJOY THEIR EMPTY-NEST STATUS.

DIAMOND DAYS

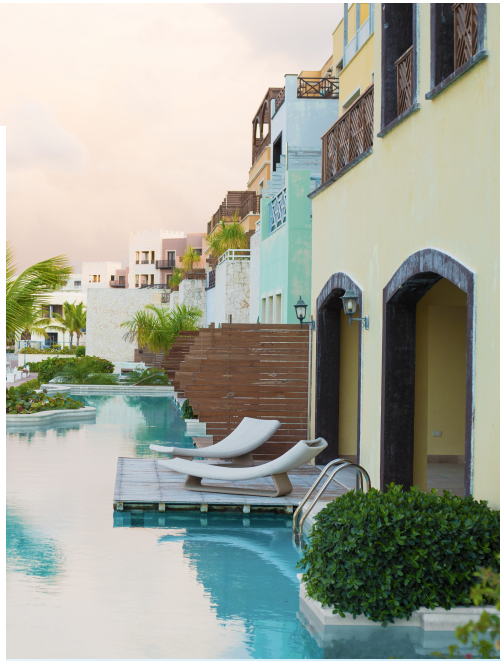
DIAMOND DAYS ARE AFFLUENT, OLDER RETIRED COUPLES, WHO ARE NO LONGER FINANCIALLY RESPONSIBLE FOR THEIR OFFSPRING ALTHOUGH THEY HAVE YET TO DOWNSIZE FROM THE SUBSTANTIAL FAMILY HOMES THEY BOUGHT MANY YEARS AGO. IN ADDITION TO OWNING WHAT ARE NOW HIGHLY DESIRABLE PROPERTIES IN PRIME LOCATIONS, SUCCESSFUL CAREERS AND PRUDENT FINANCIAL INVESTMENT HAS MADE THEM FINANCIALLY SECURE



OVERALL OUR READERSHIP IS:-

TWICE AS LIKELY (AS AVERAGE) TO BE;

- MARRIED
- 3 TIMES AS LIKELY TO BE RETIRED
- 4 TIMES AS LIKELY TO OWN A HOUSE WITH 4 OR MORE BEDROOMS
- 8 TIMES AS LIKELY TO OWN A HOUSE WITH 5 OR MORE BEDROOMS
- 3 TIMES AS LIKELY TO LIVE IN A "NAMED BUILDING"
- TWICE AS LIKELY TO HAVE A HOUSEHOLD INCOME OVER \$400K
- 12 TIMES AS LIKELY TO LIVE IN A HOUSE WORTH MORE THAN \$1M
- 15 TIMES AS LIKELY TO BE IN THE WEALTHIEST 4% OF HOUSEHOLDS
- TWICE AS LIKELY TO BE DEGREE-LEVEL EDUCATED OR HIGHER
- TWICE AS LIKELY TO HAVE TAKEN MULTIPLE OVERSEAS HOLIDAYS IN THE PAST 12 MONTHS
- 3 TIMES AS LIKELY TO SPEND MORE THAN \$5000/YEAR ON HOLIDAYS
- OVERWHELMINGLY PREFER BEING CONTACTED BY POST OR BY PHONE RATHER THAN ONLINE AND, WHEN ASKED ABOUT FACEBOOK USAGE, ARE HALF AS LIKELY TO USE FACEBOOK ON A DAILY OR WEEKLY BASIS THAN THE CANADIAN AVERAGE
- LIKELY TO SHOP AT FARMERS' MARKETS AND DELIS
- PREFER NATIONAL MEDIA TITLES
- HALF OF READERS HAVE AN INTEREST IN CANADIAN TRAVEL ARTICLES
- MORE THAN 50% ENJOY READING FEATURES ABOUT HOMES AND GARDENS AS WELL AS HEALTH AND LIFESTYLE CONTENT



CONTENT

EDITORIAL CONTENT INCLUDES:-

A CELEBRITY PROFILE/INTERVIEW

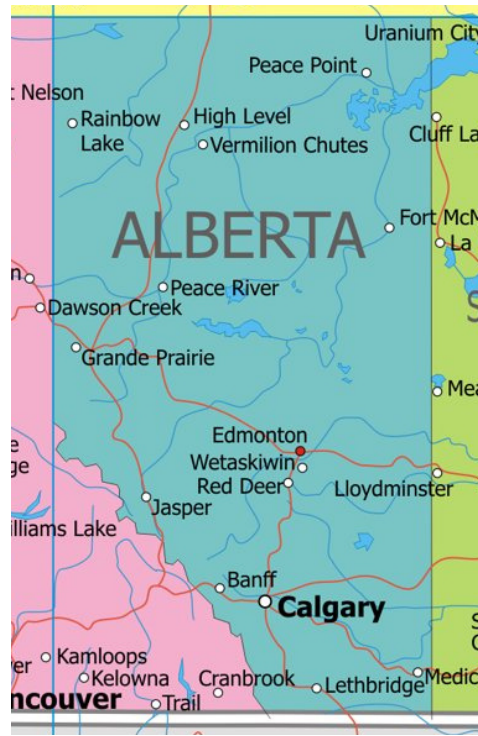
- TRAVEL - FABULOUS CANADIAN AND WORLDWIDE LOCATIONS TO VISIT AND ENJOY
 - CULTURE - A LOOK BACK OR A LOOK FORWARD
 - FINANCE - YOU AND YOUR FINANCIAL SECURITY
 - FOOD AND DRINK REVIEWS
 - HOMES AND INTERIORS - INSPIRING IDEAS
 - GARDENING - SEASONAL TIPS AND TRENDS
- WELLNESS PRODUCTS, EXERCISE AND LIVING WELL FOR LONGER
- HEALTH - ADVANCES IN HEALTH AND TECHNOLOGY
 - CARS AND MOTORING
 - PUZZLES, HOROSCOPES AND COMPETITIONS

DISTRIBUTION

PICK UP POINTS VARY AND RANGE FROM GOLF CLUBS TO GASTRO PUBS AND HIGH-END RETAILERS. TARGETED AT THE 60+ MARKET, WHO SPEND THEIR FREE TIME ON LEISURE ACTIVITIES.

TOTAL NUMBER OF COPIES DISTRIBUTED PER ISSUE IS 32,000 WITH A READERSHIP OF 96,000, ACROSS ALBERTA & BRITISH COLUMBIA.

STATELY WILL PUBLISH FOUR EDITIONS IN 2021 ON A QUARTELY PUBLISHING SCHEDULE.*



OUR EXTENSIVE MARKET RESEARCH HAS IDENTIFIED WELL DEFINED AREAS THROUGHOUT ALBERTA & BRITISH COLUMBIA WHICH SUPPORT STATELY'S TARGETED DEMOGRAPHIC AND READERSHIP. TO REACH OUR AUDIENCE STATELY IS CIRCULATED VIA A FOCUSED DISTRIBUTION STRATEGY WHICH IS CARRIED OUT BY AN ESTABLISHED DELIVERY NETWORK VIA CANADA POST.

RATES & DEADLINES

ALL FULL PAGE OR DOUBLE PAGE ADVERTISEMENTS ARE TO BE BLEED. ADVERTISERS WISHING TO SUPPLY THEIR OWN MATERIAL SHOULD SUPPLY IT ON CD, DVD, EMAIL OR VIA A FILE TRANSFER LINK TO YOUR REPRESENTATIVE. FILES SHOULD BE SUPPLIED AS EITHER JPEG OR A HIGH RESOLUTION PDF. ALL FILES SUPPLIED SHOULD BE 300DPI. IF SENDING ARTWORK FOR A BLEED ADVERTISEMENT, PLEASE ENSURE THAT THERE IS NO ESSENTIAL INFORMATION OR LOGOS WITHIN 10MM OF THE ENTIRE DOCUMENT EDGE. FAILURE TO DO SO MAY RESULT IN US NEEDING ARTWORK TO BE RESUPPLIED. THE PUBLISHER RESERVES THE RIGHT TO REJECT MATERIALS SUPPLIED FOR ADVERTISING IF THE QUALITY OR CONTENT IS UNSATISFACTORY.

EDITION	DATE	ISSUE - SALES DEADLINE - COPY FINAL COMPLETE			PUBLISHING DATE
SPRING	30TH MARCH	SPRING	JANUARY 21ST	FEBRUARY 18TH	MARCH 10TH
SUMMER	30TH JUNE	SUMMER	APRIL 30TH	MAY 17TH	JUNE 15TH
FALL	30TH SEPT	FALL	AUGUST 21ST	SEPTEMBER 20TH	SEPTEMBER 30TH
WINTER	31ST DEC	WINTER	NOVEMBER 31ST	DECEMBER 20TH	DECEMBER 30TH

PAGE SIZES	DIGITAL	PER ISSUE
DOUBLE PAGE SPREAD	ONLINE COPY	\$5000
FULL PAGE	ONLINE COPY	\$3500
HALF PAGE	ONLINE COPY	\$2500
QUARTER PAGE	ONLINE COPY	\$1500
BACK COVER	ONLINE COPY	\$4000

“THE MARKETING INDUSTRY IS FOCUSED ON FACEBOOK AND GOOGLE, BUT OLDER CONSUMERS ARE MORE RECEPTIVE TO MESSAGES ACROSS TRADITIONAL MEDIA, WHICH THEY CONTINUE TO CONSUME”
SOURCE: ENDERS ANALYSIS

PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



DPS
22" Height
x 17" width



FULL PAGE
11" Height
x 8.5" Width



HALF PAGE
LANDSCAPE
5.5" Height
x 8.5" Width

SUPPLYING ARTWORK

ADVERTISERS WISHING TO PROVIDE THEIR OWN MATERIAL SHOULD SUPPLY IT BY EMAIL TO YOUR STATELY REPRESENTATIVE.

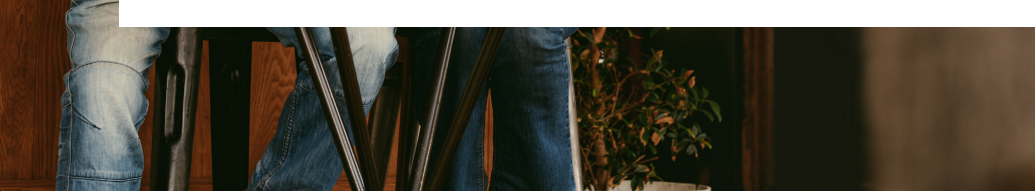
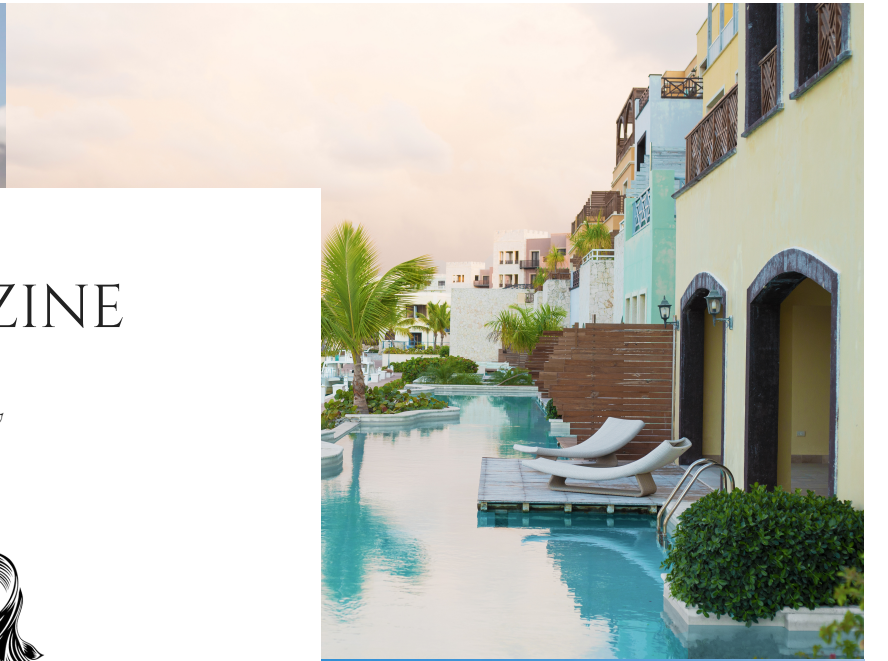
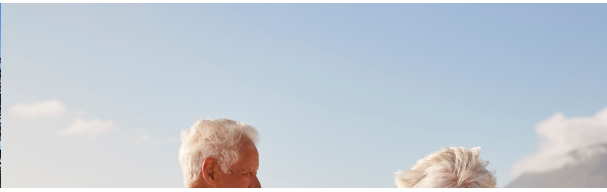
FILES SHOULD BE SUPPLIED AS EITHER EPS OR HI-RES CMYK PDF.

BLEED ADVERTISEMENTS MUST BE DESIGNED INCLUSIVE OF 3MM BLEED, FONTS MUST BE EMBEDDED OR CONVERTED TO OUTLINES.

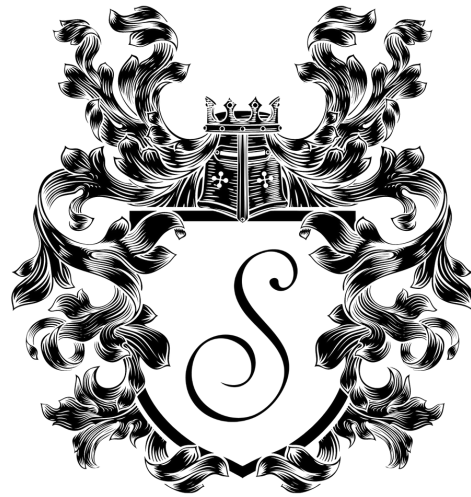
ALL IMAGES INCORPORATED WITHIN THE ADVERT SHOULD BE HIGH RESOLUTION: 300 DPI.

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