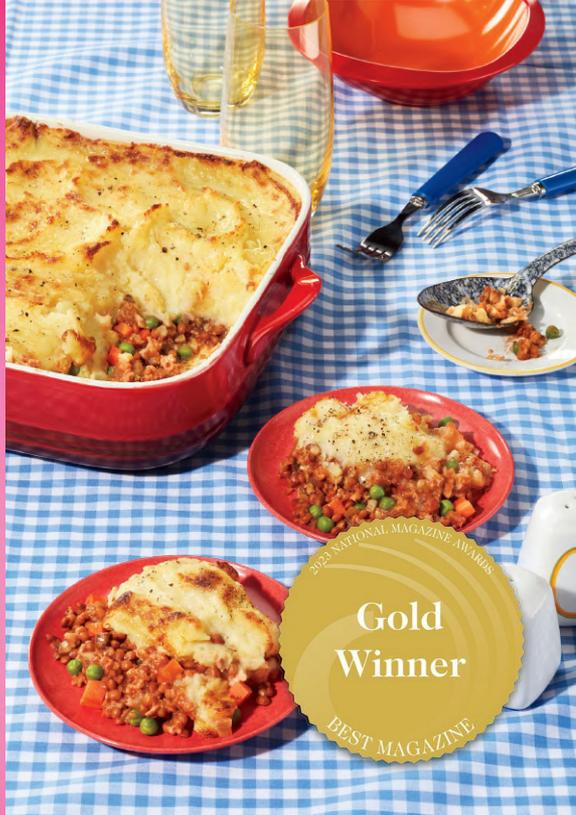


CHATELAIN

2024 MEDIA KIT



SJC

2023 NATIONAL MAGAZINE AWARDS
Gold Winner
BEST MAGAZINE



About Chatelaine

***Chatelaine* celebrates, inspires, informs and empowers an often-overlooked demographic: women aged 35+. We know that Canadian women contain multitudes, and we cover all of the issues—big and small—that matter to them, from climate change and caregiving to cannabis, Canadian fashion and what to cook now.**



EDITOR'S MESSAGE

At *Chatelaine*, we connect advertisers to a powerful but often-overlooked demographic: women aged 35+. They drive 80 percent of their household's spending decisions, they often outearn their partners, and they want to spend their money on products that align with their values*. We know how to engage authentically with this demographic, and we know this demographic trusts *Chatelaine*.

—Maureen Halushak, Editor-in-Chief

Meet Our Audience

1,867,100

Digital reach

3,141,100

Print + digital reach

PRINT

1,274,000

readers per issue

DIGITAL

760,000

UVs per month

EMAIL

123,700

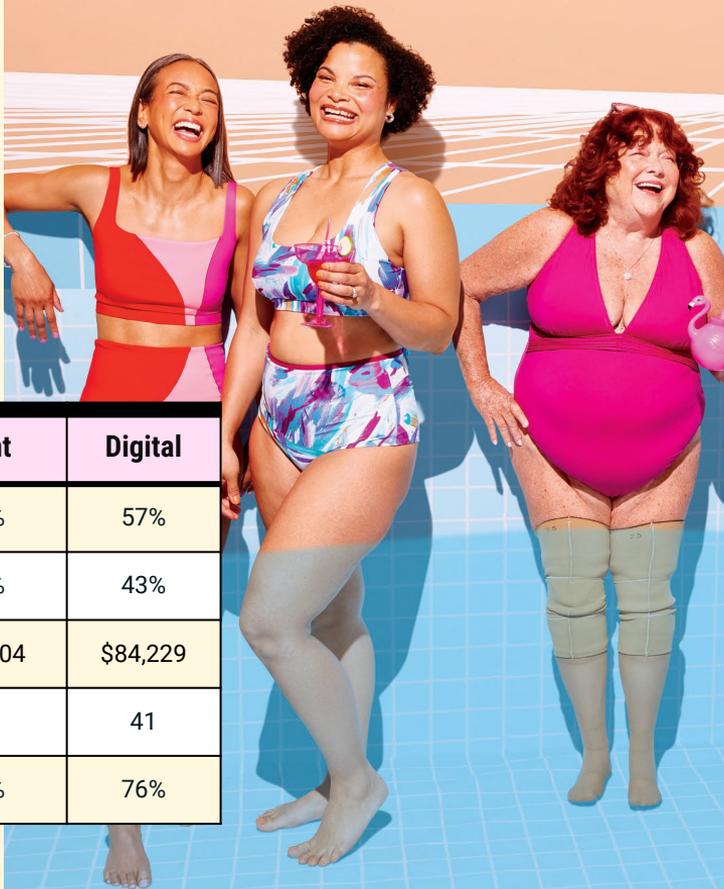
subscribers

SOCIAL

982,800

followers

	Print	Digital
Female	67%	57%
Male	33%	43%
Average HHI	\$81,804	\$84,229
Average Age	45	41
Collegiate+	74%	76%



SOCIAL FOOTPRINT



FACEBOOK
160K+



PINTEREST
537K+



INSTAGRAM
79.3K+



TWITTER
63K+



TIKTOK
20.4K+

Source: Vividata (Fall 2023, Adults 14+), Google Analytics 12-Month Average (Jan-Dec 2023)

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



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

22%

more likely to buy new
products before most
of their friends

19%

more likely to agree
that they're tempted
to buy products they've
seen advertised

26%

more likely to agree
that they spend
a lot on clothes

15%

more likely to agree that
advertising influences their
purchase decisions

*Source: Vividata Print +
Digital (Fall 2023)*

Spending Power

COLLECTIVELY, **CHATELAINE** READERS SPENT:



FRAGRANCE: \$63M
in the P12M



CREDIT CARDS: \$3.1B
monthly average



INT'L TRAVEL: \$2B
on their last trip



HOME ELECTRONICS: \$1.6B
in the P2Y



FURNITURE: \$1.8B
in the P12M



FOOTWEAR: \$353M
in the P12M



CLOTHING (F): \$916M
in the P12M



SPORTS EQUIP: \$815M
in the P12M



JEWELLERY: \$349M
in the P12M



HOME DECOR: \$554M
in the P12M





Culture

The season's most anticipated new books, TV shows and movies.

Food

Delicious recipes that work for every day and special occasions from our cross-Canada Test Kitchen. Plus, the stories and people behind the cuisines we love, and our favourite new food products, cookbooks and kitchen gear.

Style

Fashion and beauty picks tailored to real life, with a focus on Canadian brands.

Life

Award-winning journalism on all the issues that matter to Canadian women.

Home

Joy-sparking decor inspiration.

Health

Science-based, no-BS health advice for women aged 35+.



WHAT WE OFFER

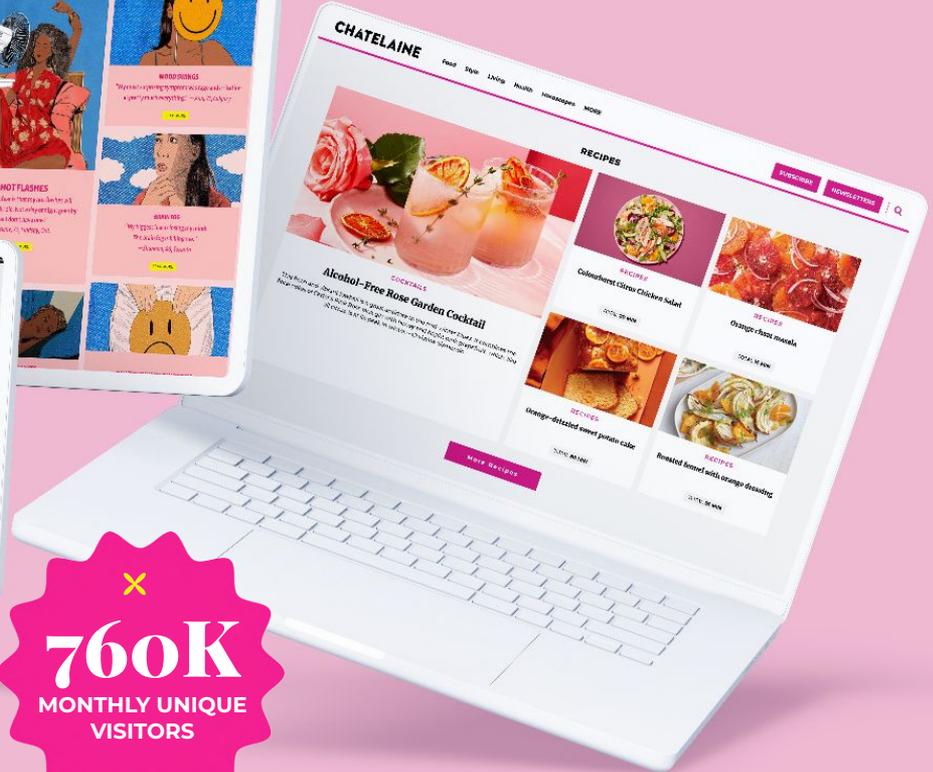
We'll tailor your campaign to one (or all) of our robust media channels, whether it's a print magazine ad delivered to the home of a devoted subscriber or digital custom content amplified across [chatelaine.com](https://www.chatelaine.com) and our social channels.

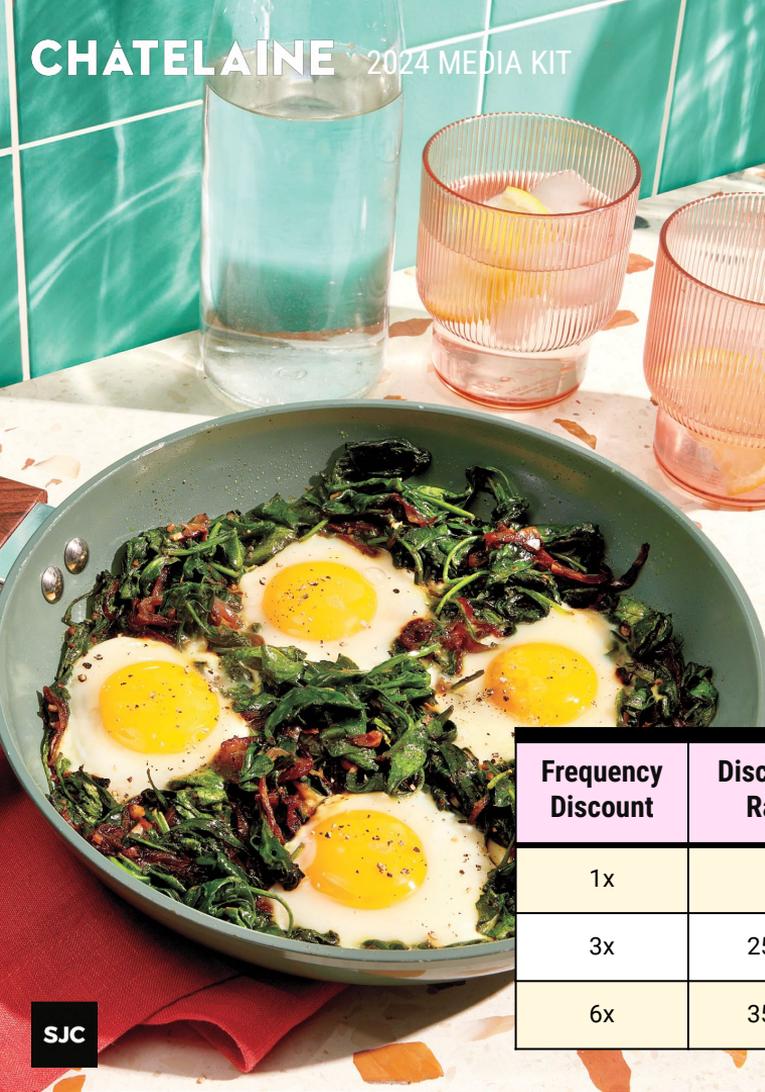
1.2M
READERS PER
ISSUE



760K
MONTHLY UNIQUE
VISITORS

- ADVERTISING
- EVENTS
- BRANDED CONTENT





Print

Issue	Space Close	Material Close	Impact Date	On-Sale Date
Spring	January 31	February 7	March 1	March 7
Summer	May 16	May 23	June 14	June 20
Fall	July 17	July 24	August 16	August 22
Winter	October 3	October 10	November 1	November 7

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

SPRING

The Green Issue

Agenda Spring's best books

Style New ways to shop second-hand; what "cruelty-free" really means when it comes to beauty products plus our favourite products to shop

Home How to rewild your front yard; eco-friendly household tweaks that will also save you cash; cute birdhouses

Health We need to talk about incontinence; menopause and heart health; why are running shoe soles so thick right now?

Features Living on the frontlines of the climate crisis; what to do when your environmentalism impacts your relationships; profile of Judith Kasiama, the founder of Colour the Trails

Food Vegetarian and vegan soup, salad and sandwich recipes for plant-powered lunches; pretty vegan desserts for spring; what makes wine vegan?; light and crumb-y vegan muffins; the best reusable containers; our favourite tinned fish

SUMMER

The Longevity Issue

Agenda Summer's best books

Style The 2024 Beauty Awards; how to age-proof your hair

Home How to renovate your home to age in place

Health Which supplements actually work?; how to live longer, happier and healthier

Features Why Airdrie, AB is aiming to become Canada's first Blue Zone; meet Joan MacDonald, the 75-year-old Canadian fitness influencer

Food Savoury fruit salads, 10 superfood smoothie recipes; the best blenders; why we love fish sauce; a guide to cold wine; the perfect pasta salad; no-sandwich picnic recipes



Editorial Calendar

FALL

The Kitchen Issue

Agenda Fall's best books

Style TBD

Home An extensive guide to the best low-lift, high-impact kitchen upgrades (plus what trendy updates to skip)

Health TBD

Features TBD

Food An entirely make-ahead Thanksgiving menu; the inaugural Chatelaine Pantry Awards, celebrating the most flavourful grocery-store staples to streamline meal prep; the Test Kitchen's go-to time-saving tools, from gadgets to utensils to appliances big and small

WINTER

The Holiday Issue

Agenda The year's best cookbooks

Style 50+ made-in-Canada gifts you'll feel great giving

Health TBD

Features The Doris Anderson Awards, our annual celebration of Canadians who demonstrate the same go-get-'em grit and ingenuity as our most iconic editor-in-chief

Food The best holiday cookie recipes

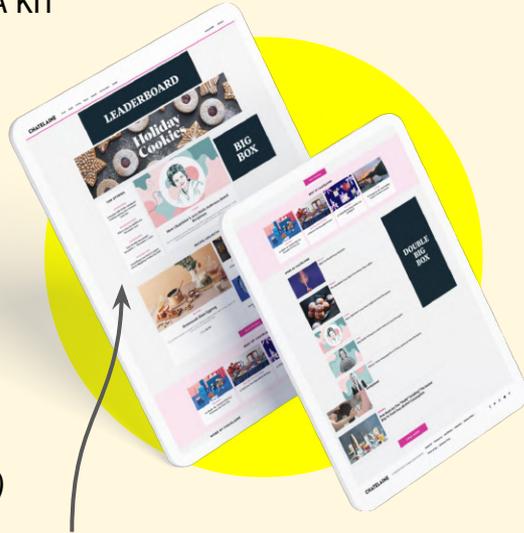
Digital

DISPLAY ADS

Standard Display: \$25/CPM (NET)

Video: \$40/CPM (NET)

We offer a variety of premium advertising placements across chatelaine.com. Our ad units are strategically positioned to maximize visibility and engagement for advertisers.



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.



Email

DEDICATED E-BLAST

Starting at: \$8,900 (NET)

Our e-blast list is comprised of subscribers who have opted to receive communications from *Chatelaine* partners. Engage this audience through custom designed e-blasts that offer 100% SOV.

NEWSLETTERS

Ad Units: Big Box

Starting at: \$15,600 (NET)

Chatelaine subscribers love seeing us in their inbox, evident by our tremendous open rates that far exceed industry benchmarks. Align your brand with one of two curated newsletters based on your desired category, reach and frequency.



THE DISH.

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

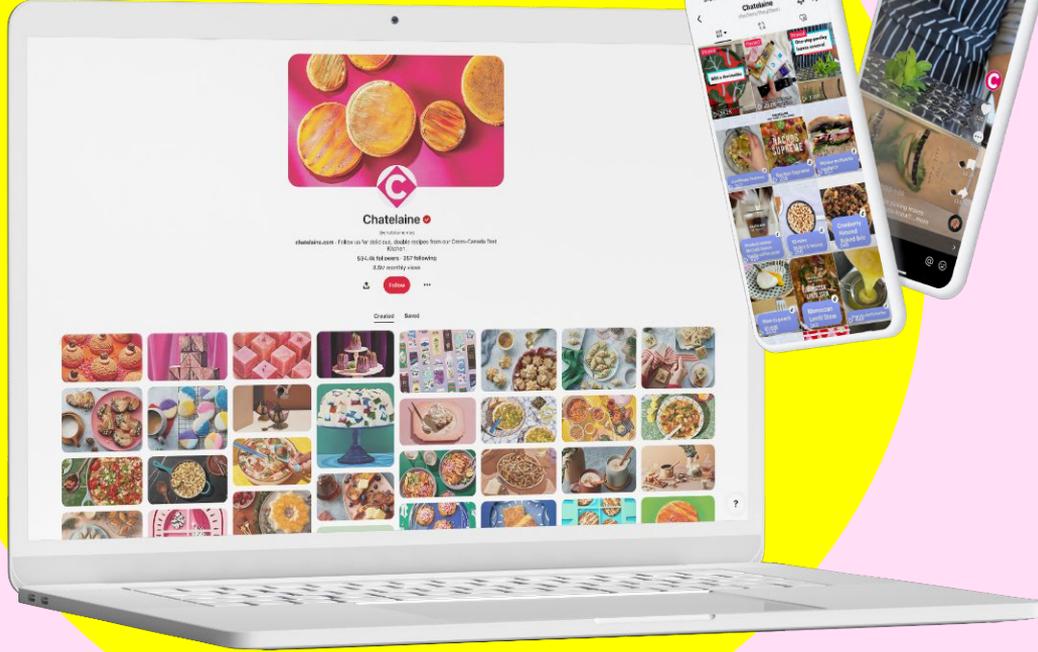
Delivered several times a week.

Subscribers:
85,000+

FOOD.

Easy weeknight recipes, no-fail baking ideas, our editors' favourite kitchen hacks as well as special offers. *Delivered to your inbox twice a week.*

Subscribers:
38,000+



Social

With a combined following of 982K+, *Chatelaine* knows how to engage its followers on every platform that matters. In 2023, *Chatelaine* reached more than 5.9M people on Facebook and 3.3M 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
160K+



PINTEREST
537K+



INSTAGRAM
79K+



X
63K+



TIKTOK
20K+

9.2M+

**THE NUMBER OF PEOPLE CHATELAINE REACHED
ACROSS FACEBOOK AND INSTAGRAM IN 2023**

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



PERFECT PAIRINGS FOR FALL DESSERTS

Moscato d'Asti and Asti Spumante have many similarities and share long histories, but they are wonderfully different, too. Knowing their distinct qualities will help you make the best wine pairing choices.



Moscato d'Asti has earthy aromatic notes, well suited for serving alongside traditional Canadian pumpkin pie, an enduring Thanksgiving favourite. The semi-sparkling wine strikes just the right balance between acidity and sweetness. And its robust flavour and delicate bubbles enhance the bold spices of the pie filling. Friends and family will love this delicious match of two great classics.



WINE AND DESSERT PAIRINGS FOR A SPARKLING THANKSGIVING

Pair classic recipes with these antique Italian bubbles



The Thanksgiving feast with its classic-fired-and-braised game of roasts, when it comes to desserts, there are occasions that are made with seasonal ingredients and local flavours. They're made beautifully with local produce and local wine. One classic Thanksgiving wine choice for your holiday occasion. They turn your holiday over into a festive occasion.

With each sip, there are a range of notes to the rich, sun-drenched grapes of the region's origin. It's a true taste of the region's terroir. For a true taste of the region's terroir, look for a true taste of the region's terroir. The region's terroir, known for its distinctive aromas, is also characterised by its unique blend of flavours. Just if you're looking for a true taste of the region's terroir.

When you say Moscato d'Asti and Asti Spumante, look for two different but related Italian wines. Moscato d'Asti is a semi-sparkling wine, while Asti Spumante is a fully sparkling wine. Both are made from the same grape variety, but they have different production methods. Moscato d'Asti is typically made from the Moscato Bianco grape, while Asti Spumante is made from the Moscato Bianco grape. Both are made from the same grape variety, but they have different production methods.

PERFECT PAIRINGS FOR FALL DESSERTS



Moscato d'Asti has earthy aromatic notes, well suited for serving alongside traditional Canadian pumpkin pie, an enduring Thanksgiving favourite. The semi-sparkling wine strikes just the right balance between acidity and sweetness. And its robust flavour and delicate bubbles enhance the bold spices of the pie filling. Friends and family will love this delicious match of two great classics.



A festive choice with just the right amount of sparkle, Moscato d'Asti is ideal for a dessert course. Pair it with a classic pumpkin pie or a rich chocolate cake. The semi-sparkling wine strikes just the right balance between acidity and sweetness. And its robust flavour and delicate bubbles enhance the bold spices of the pie filling. Friends and family will love this delicious match of two great classics.

Asti Spumante is a sparkling wine with plenty of zip. It's a celebratory feeling that's right for a Thanksgiving gathering. Pair it with a classic pumpkin pie or a rich chocolate cake. The semi-sparkling wine strikes just the right balance between acidity and sweetness. And its robust flavour and delicate bubbles enhance the bold spices of the pie filling. Friends and family will love this delicious match of two great classics.

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.



SJC

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.

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.

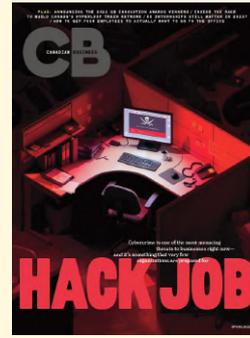


MARKETING, AWARENESS & REACH

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.



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 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 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

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SJC Media

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