

2012

CANADA'S FASHION MAGAZINE

# FLARE



# FLARE

## mission STATEMENT

### WHAT IT TAKES TO BE CANADA'S FASHION AUTHORITY

For more than 30 years, *FLARE* has been the leader in celebrating fashion and beauty for Canadian women. *FLARE* magazine and *FLARE.com* are Canada's best-loved sources of fashion inspiration. *FLARE's* editors and worldwide network of correspondents take readers behind the scenes of the most important global fashion events. *FLARE's* connection with these key trendsetters and taste-makers results in inspired features and original photography that delivers a lush visual artistry.

*FLARE* highlights originality with an edited point-of-view that gives readers confidence in expressing individuality, while also challenging and inspiring them with new ideas. *FLARE* shares the joy and creativity of fashion - the personalities, the celebrities, the discoveries.

### WHAT SETS US APART

**FLARE MAKES AN INVESTMENT IN ORIGINAL ARTISTRY — BOTH PHOTOGRAPHY AND PHOTO SHOOTS**

**FLARE IS BEHIND THE SCENES TO PRESENT EXCITING INFORMED UP-TO-THE-MINUTE NEWS**

**FLARE PRESENTS A POSITIVE CELEBRATION OF EDITED FASHION AND BEAUTY PICKS**

“One of Canada's most influential magazines of the past 20 years”  
- MASTHEAD

PHOTOGRAPHY BY DANIEL HARRISON

## *editorial* **CONTENT**

- 1. FASHION** The very best of Canadian and international fashion shot with *FLARE* artistry
- 2. BEAUTY** Top trends, innovative products, lush photography, and expert tips presented by beauty insiders
- 3. STYLE** Features from the world of fashion: including profiles on the hottest designers, and behind-the-scenes at major events
- 4. HEALTH** News and features about wellness, sexuality, nutrition, fitness
- 5. RELATING** The issues and concerns (work and relationships) of *FLARE* readers
- 6. SCENE** The hottest pop culture from around the globe - film, music, exhibits, books, red carpet
- 7. VOICE** Thirtysomething columnists, Hannah Sung and Dan Levy, share their views on life, love and friends
- 8. FLARE WAS THERE** Who's who at stylish events around the globe, including red carpet shows and fashion galas
- 9. PLANET FLARE** The most stylish hot spots in Canada and around the globe (restaurants, boutiques, exhibits)
- 10. TRAVEL** Exciting places for readers to visit
- 11. HOROSCOPE** Work and love forecast for the month
- 12. MOMENT** Headlining fashion moments and stylish newsmakers
- 13. STYLESOURCE** Local boutiques to global websites: where to find the items featured in Flare



### **FROM THE EDITOR-IN-CHIEF**

2012 is going to be another spectacular year at *FLARE* in print, online and digital. I'm excited to continue all of the great initiatives and produce more of the top quality award-winning photo shoots that we've become known for. In 2011, *FLARE* launched its Tumblr page which gives readers a closer look at some of the finest photography from our archives and current photo shoots. This year, *FLARE* will be launching its first iPad edition that will offer unprecedented behind-the-scenes access. Our editors will continue to travel the world bringing all of our incredible experiences and up-to-the-minute news to all of *FLARE*'s platforms. Our readers expect the very best in *FLARE* – from our international cover shoots that gain global attention online to our celebrated original photography from a team of unparalleled Canadian talent. That artistry, coupled with our innovation online and in print, established *FLARE* as Canada's leading fashion publication. For the latest and greatest in fashion, there's only one place to be – and *FLARE* is always there.

## editorial CALENDAR 2012 MONTHLY LINEUP\*

**JANUARY '12: Renew, revive your life** FASHION: New Years Glam BEAUTY: Reinvent your look - hair & makeup HOROSCOPE SPECIAL: your 2012 forecast HEALTH: Five Minute Fixes SCENE: Best & Next of Style Newsmakers

**FEBRUARY: Love & Sex** FASHION: International Spring runway report BEAUTY: International runway report •Valentine Gifts HEALTH: Sexual Renewal SCENE: What's Sexy Now? (Flare.com survey)

**MARCH: Spring Fashion Blowout** FASHION: Spring's Newsworthy Looks BEAUTY: Spring's makeup report - Skincare renewal HEALTH: Fitness

**APRIL NEWSSTAND SPECIAL: BEAUTY TREND REPORT**

**APRIL: Spring trends special** FASHION: Spring trends, accessory focus •Runway accessory report BEAUTY: Spring's best hair HEALTH: Nutrition EXTRA: Fragrance Guide supplement

**MAY: Special Occasions & Personal Style**

FASHION: Spring dresses BEAUTY: Special Occasion Beauty - hair and makeup HEALTH: Wellbeing EXTRA: Mani/ Pedi Guide supplement

**JUNE: Sleek Sports** FASHION: Hot & sexy swimwear and Olympic-inspired looks BEAUTY: Summer Skin & Sun Care HEALTH: Fitness SCENE: Summer's hot list

**JULY: Canadian Style culture** FASHION: Summer escape package BEAUTY: Easy summer beauty SCENE: Canadian entertainment special HEALTH: Nutrition

**AUGUST: Generation Next Issue** FASHION: International runway report A-Z HEALTH: Wellbeing SCENE: Bright Young Things EXTRA: TFI 25th/New Labels supplement

**AUGUST NEWSSTAND SPECIAL: FASHION TREND REPORT**

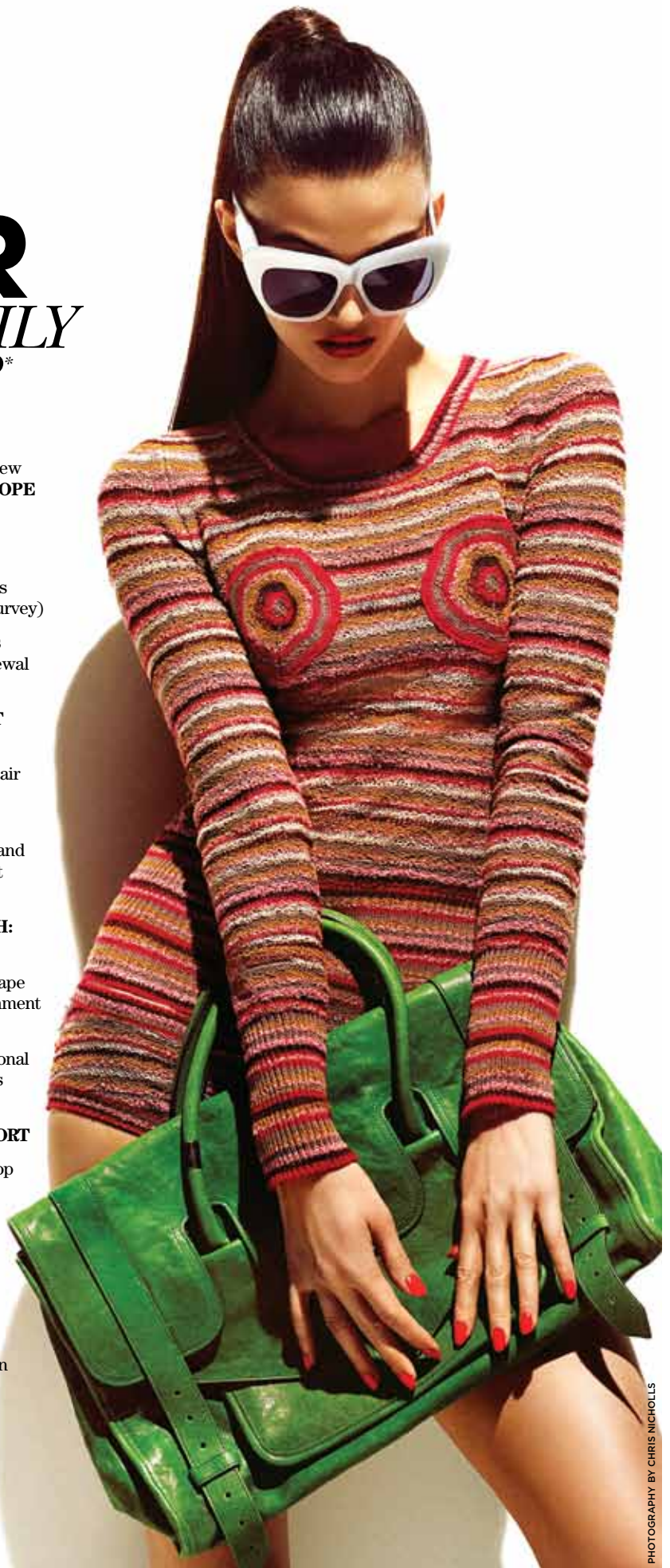
**SEPTEMBER: Fall Fashion Blowout** FASHION: Fall's top trends •Canadian location shoot FASHION FEATURE: Designer feature BEAUTY: Fall's top makeup trends HEALTH: Nutrition

**OCTOBER: Fall Accessory Special** FASHION: fall's top trends - Accessories •Work-worthy wardrobe builders BEAUTY: Hair report - new looks & colours •Annual beauty innovations report HEALTH: Wellness

**NOVEMBER: Winterize your Wardrobe** FASHION: Winter fashion - coats & accessories BEAUTY: Winter- proof your skin •Spa update HEALTH: Winter workouts

**DECEMBER: Party Issue** FASHION: Holiday fashion & accessories BEAUTY: Holiday hair and makeup •Fragrance feature HEALTH: Well-being FEATURE: Gift guide in book

\*SUBJECT TO CHANGE



# FLARE



## award winning **EDITORIAL**

~ P&G BEAUTY  
& GROOMING  
AWARDS  
WING SZE TANG  
**BEAUTY EDITOR OF THE YEAR**  
CHRIS NICHOLLS  
**PHOTOGRAPHER OF THE YEAR**

~ WEB50  
**CANADA'S BEST DESIGNED  
WEBSITES**

~ TOP CHOICE  
MULTICULTURAL  
AWARD  
**TOP FASHION MAGAZINE**

~ ADVERTISING  
& DESIGN CLUB  
OF CANADA  
**SILVER** Hard Candy, June 2010

~ CANADIAN  
NEWSSTAND  
AWARDS  
**COVER OF THE YEAR**  
September 2009  
**SILVER, LARGE CIRCULATION  
CATEGORY**  
October 2009

**NATIONAL  
MAGAZINE AWARD**  
**GOLD** FASHION & BEAUTY  
Oh So Coco April 2010

PHOTOGRAPHY BY CHRIS NICHOLLS





## reader PROFILE

<b>FREQUENCY</b>	MONTHLY
<b>TOTAL READERSHIP</b>	1.3 MILLION
<b>TOTAL WOMEN 12+</b>	1.16 MILLION
<b>READERS PER COPY</b>	9.0
<b>TIME SPENT READING</b>	30 MINUTES
<b>CIRCULATION</b>	148,000
<b>AVERAGE AGE</b>	38

	POPULATION	FLARE	REACH (000)
<b>WOMEN</b>	51%	87%	1158
<b>MEN</b>	49%	13%	174
<b>AGE</b>			
<b>18 - 34</b>	27%	34%	451
<b>25 - 34</b>	16%	20%	262
<b>25 - 49</b>	42%	48%	644
<b>35 - 49</b>	26%	29%	382
<b>HOUSEHOLD INCOME</b>			
<b>\$75,000 +</b>	42%	50%	665
<b>\$100,000 +</b>	26%	32%	431
<b>\$150,000 +</b>	9%	11%	141
<b>AVERAGE HHI</b>	\$76,831	\$84,951	
<b>SINGLE</b>	30%	35%	472
<b>MARRIED/ LIVING TOGETHER</b>	57%	53%	845
<b>EMPLOYED (FT or PT)</b>	57%	63%	845

PHOTOGRAPHY BY CHRIS NICHOLLS

# FLARE

# FLARE.com

FLARE.COM IS ONE OF CANADA'S MOST POPULAR FASHION AND BEAUTY WEBSITES

It features international and Canadian trends, with an emphasis on merchandise available at Canadian retailers. *FLARE* features daily updates and coverage on health, celebrities, shopping and more.

In 2009 FLARE.com was named one of Canada's top 50 designed sites by web50.ca - the only fashion website to make this list!

## SITE FEATURES

- Blogs
- Videos
- Photo galleries
- Quizzes
- Newsletters (national and regional)
- Flare Was There
- Horoscopes
- Street Style
- Bridal Section

## SPONSORSHIPS

- Vertical alliances
- Content integration
- Contests
- Microsites
- Videos and Photo galleries

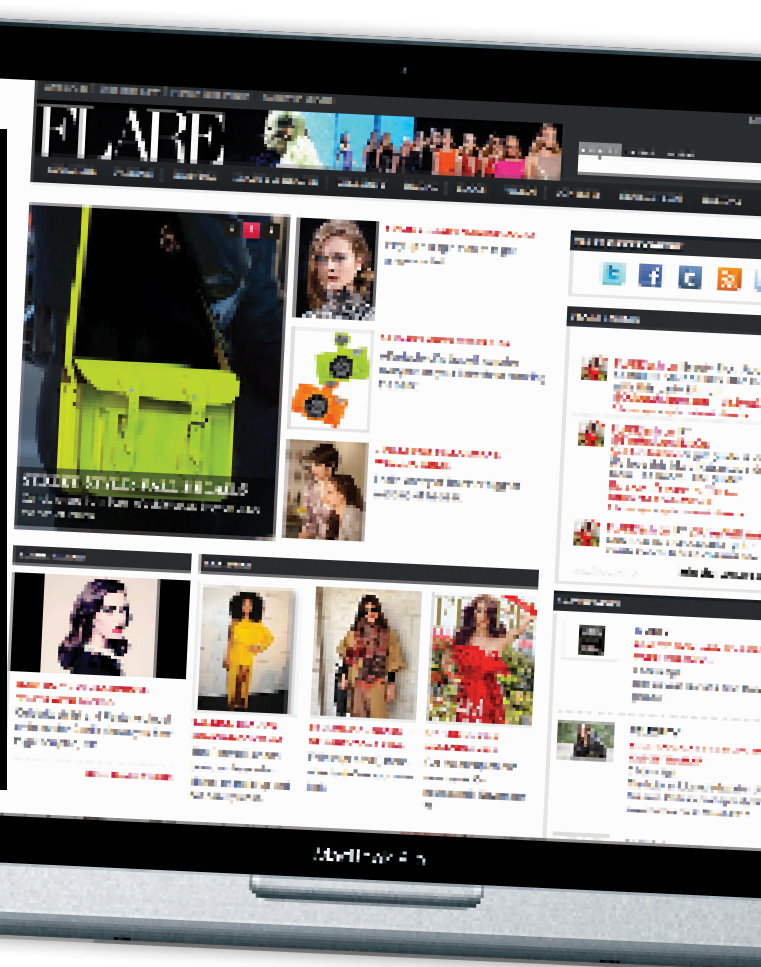
## AUDIENCE

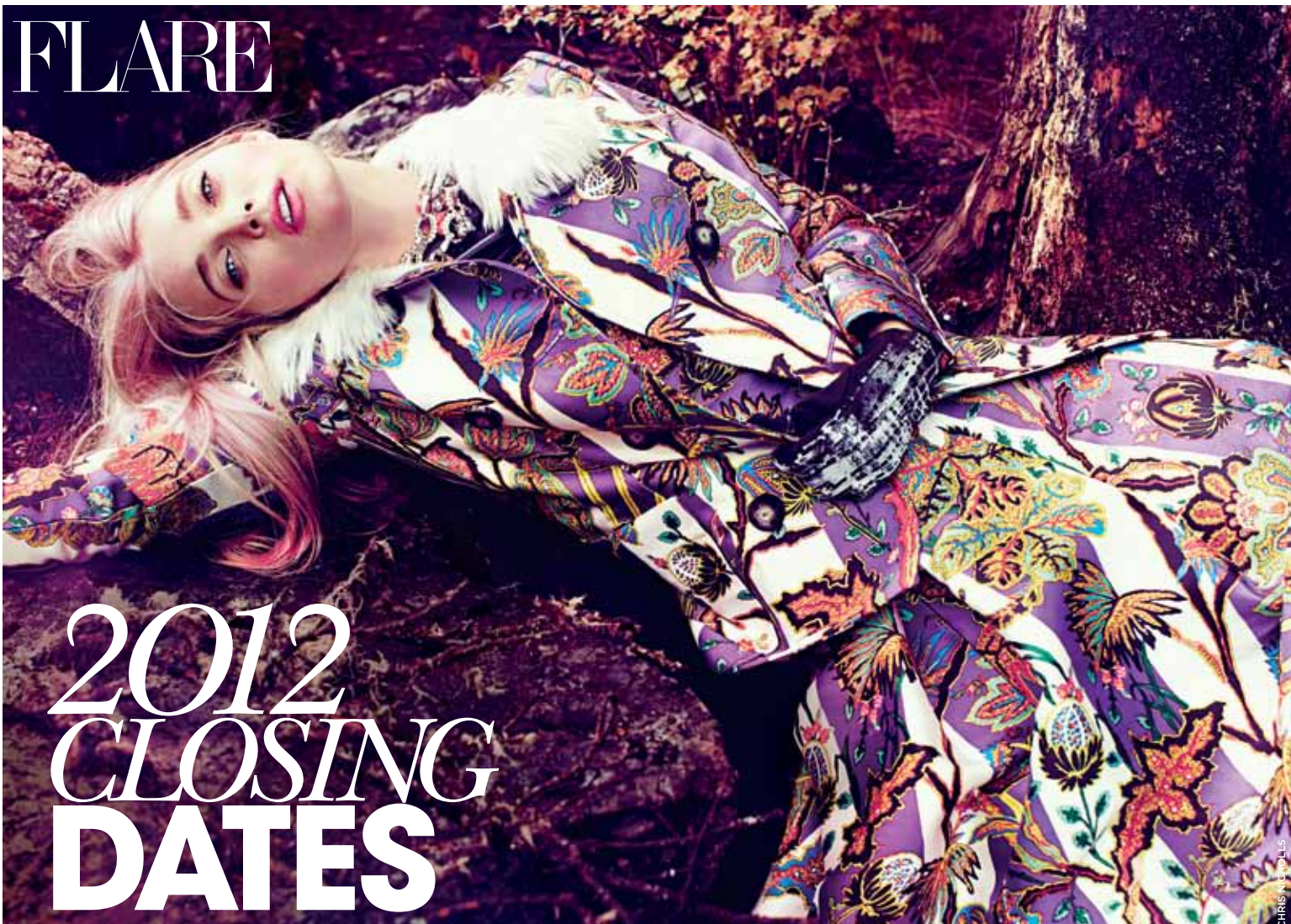
- 71% are female
- 13% have household income \$75,000+
- 30% have household income \$100,000+
- 43% are 18-44

## KEY MEASURES

- 74,000 Unique visitors/month
- 1,000,000 page views/month

SOURCE: comScore Media Metrix, all locations  
September 2011





# 2012 CLOSING DATES

PHOTOGRAPHY BY CHRIS NICHOLS

ISSUE	SPACE CLOSE	MATERIAL CLOSE	IMPACT DATE
<b>JANUARY</b>	NOV 3/11	NOV 9/11	NOV 22/11
<b>FEBRUARY</b>	DEC 1/11	DEC 7/11	DEC 29/11
<b>MARCH</b>	JAN 12/12	JAN 18/12	JAN 31/12
<b>APRIL</b>	FEB 9/12	FEB 15/12	FEB 28/12
<b>BEAUTY TREND REPORT</b>	FEB 13/12	FEB 20/12	APRIL 2/12
<b>MAY</b>	MAR 8/12	MAR 14/12	MAR 27/12
<b>JUNE</b>	APR 12/12	APR 18/12	MAY 1/12
<b>JULY</b>	MAY 10/12	MAY 16/12	MAY 29/12
<b>AUGUST</b>	JUN 7/12	JUN 13/12	JUN 26/12
<b>ACCESSORY TREND REPORT</b>	JUL 24/12	JUL 31/12	SEP 4/12
<b>SEPTEMBER</b>	JUL 5/12	JUL 11/12	JUL 24/12
<b>OCTOBER</b>	AUG 2/12	AUG 8/12	AUG 21/12
<b>NOVEMBER</b>	SEP 6/12	SEP 12/12	SEP 25/12
<b>DECEMBER</b>	OCT 4/12	OCT 10/12	OCT 23/12
<b>JANUARY ('13)</b>	NOV 1/12	NOV 7/12	NOV 20/12

## 2012 RATE CARD

NATIONAL RATES 4C	1X	3X	6X	9X	12X
<b>FULL PAGE</b>	\$23,350	\$22,645	\$21,290	\$19,155	\$16,860
<b>1/2 PAGE</b>	\$15,920	\$15,440	\$14,515	\$13,065	\$11,495
<b>1/3 PAGE</b>	\$9,800	\$9,500	\$8,935	\$8,050	\$7,080
<b>DPS</b>	\$46,695	\$45,300	\$42,575	\$38,320	\$33,720
<b>1/2 DPS</b>	\$29,470	\$28,580	\$26,865	\$24,185	\$21,275
<b>IFC DPS</b>	\$56,000	\$54,360	\$51,090	\$45,980	\$40,460
<b>IBC</b>	\$26,150	\$25,365	\$23,850	\$21,460	\$18,890
<b>OBC</b>	\$28,405	\$27,550	\$25,900	\$23,305	\$20,510
REGIONAL 4C	1X	3X	6X	9X	12X
<b>EASTERN CANADA</b>					
<b>FULL PAGE</b>	\$18,850	\$18,290	\$17,185	\$15,475	\$13,615
<b>DPS</b>	\$37,700	\$36,565	\$34,375	\$30,935	\$27,220
<b>ONTARIO</b>					
<b>FULL PAGE</b>	\$15,850	\$15,370	\$14,455	\$13,005	\$11,445
<b>DPS</b>	\$31,700	\$30,755	\$28,995	\$26,010	\$22,890
<b>WESTERN CANADA</b>					
<b>FULL PAGE</b>	\$11,640	\$11,290	\$10,605	\$9,550	\$8,405
<b>DPS</b>	\$23,285	\$22,590	\$21,235	\$19,105	\$16,820
<b>BC/ALBERTA</b>					
<b>FULL PAGE</b>	\$9,320	\$9,045	\$8,495	\$7,650	\$6,730
<b>DPS</b>	\$18,655	\$18,095	\$17,015	\$15,310	\$13,475
<b>BC</b>					
<b>FULL PAGE</b>	\$6,550	\$6,355	\$5,965	\$5,375	\$4,730
<b>DPS</b>	\$13,095	\$12,700	\$11,945	\$10,750	\$9,455

ALL RATES IN GROSS DOLLARS. RATES IN EFFECT AS OF JANUARY 2012 ISSUE.  
25% DISCOUNT ON BLACK AND WHITE ADS.

## APP RATE CARD NATIONAL RATES (all rates are net)

FREQUENCY (ISSUES)	1-2x Issues	3-5x Issues	6-8x Issues	9-11x Issues	12x Issues
<b>STATIC AD</b>	\$4,000	\$3,880	\$3,760	\$3,650	\$3,540
<b>INTERACTIVE AD*</b>	\$5,200	\$5,040	\$4,890	\$4,750	\$4,600

\*THIS IS MEDIA COST ONLY. PLEASE ENQUIRE FOR PRODUCTION AND INTERACTIVE DEVELOPMENT COSTS.



PHOTOGRAPHY BY CHRIS NICHOLLS

# 2012 MECHANICAL & REQUIREMENTS & SPECIFICATIONS

	<b>BLEED ADS:</b> Build Documents to TRIM Size Add .125" Bleed BEYOND Trim on ALL Sides Live Area is .25" in from ALL Sides	<b>NON-BLEED ADS:</b> Build Documents to LIVE Area
Double Page Spread	15.75" x 10.75"	15.75" x 10.75" (Live Area is .25" in from ALL Sides)
Full Page	7.875" x 10.75"	7.875" x 10.75" (Live Area is .25" in from ALL Sides)
Mini Page	5.1875" x 7.5625"	4.6875" x 7.0625"
½ Double Page Spread	15.75" x 5.375"	N/A
½ Page Horizontal	7.875" x 5.375"	7.375" x 4.875"
½ Page Vertical	4" x 10.75"	3.5" x 10.25"
⅓ Page Vertical	2.75" x 10.75"	2.25" x 10.25"

NOTE: All content not intended to trim must be kept a minimum of .25" from outside trim edges and include .25" gutter allowance for spreads. Publisher is NOT responsible for the line-up of content running through the gutter on spreads or on single pages adjacent to inserts. Running content through the gutter is STRONGLY discouraged, as folding and trimming are subject to variation.

InDesign CS3 or higher templates for ALL ad sizes are available at [addirect.sendmyad.com](http://addirect.sendmyad.com) (select Ad Sizes from the left-hand navigation menu)

## PRODUCTION PROCESS

Printing: High speed, web offset lithography at resolution of 300dpi/150lpi

Binding: Perfect bound

Magazine Trim Size: 7.875" x 10.75"

## SUPPLIED ADVERTISING MATERIALS

PDF/X-1a:2001 created to Magazines Canada specifications, sent online using Magazines Canada AdDirect at [addirect.sendmyad.com](http://addirect.sendmyad.com) For information regarding Magazines Canada specification refer to [magazinescanada.ca/advertising/production/dmcs\\_specifications](http://magazinescanada.ca/advertising/production/dmcs_specifications) or contact the Production Manager at (416) 764 2061 for details. Rogers Publishing does not accept responsibility for material content or colour trapping.

Text type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Flare is not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type. The ad MUST be uploaded as a press-ready PDF file. Information on creating a proper PDF file is available on the Magazines Canada website [magazinescanada.ca/advertising/production/tools/pdftips](http://magazinescanada.ca/advertising/production/tools/pdftips) Keep all colours CMYK. Do not use Spot colours or RGB art. Keep any black/grey type as one colour black (no four colour black text).



## AdDirect INSTRUCTIONS

1) Log into Magazines Canada's AdDirect™ Ad Portal ([addirect.sendmyad.com](http://addirect.sendmyad.com)).

Note: A user account will have to be set up upon the first visit.

2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.

3) Follow the onscreen preflight process.

4) Approve your ad.

# FLARE

# EVENTS MENU

EVENT ELEMENTS	VALUE	COST
*Event Management	\$ 2,500	\$ 1,000
*Editor Appearance	\$ 10,000	-
*Editor Travel + Accommodation	-	Varies
*Magazines - 200 quantity (\$1 per issue)	\$ 800	\$ 200
*Signage: Magazine Cover Blow Up (1 per event)	\$ 600	\$ 200
*Gift Bags Fulfillment (200)	\$ 1,000	\$ 500
*Branded Gift Bags	-	\$ 2 per piece
*Prizing: Two (2) FLARE magazine subscription	\$ 40	Complimentary
*Single E-Blast Invite - Creative Supplied	\$ 150/CPM	Varies
*Editorial E-Weekly National Newsletter mention (205K subs) (Pending available space)	\$ 100/CPM	-
*Social Media: Twitter (18K) + Facebook (5K) mentions	Case Specific	-
*FLARE WAS THERE Gallery Post-event promotion via FLARE.com (Supplied max. 10 photos)	\$ 5,000	\$ 1,000

OTHER EVENT OPTIONS	VALUE	COST
*R.S.V.P. Management	\$ 3,000	\$ 2,500
*FLARE Single E-Blast Design + Production	\$ 1,000	\$ 1,000
*French Translation and proofing (if required)	\$ 1,000	\$ 1,000
*FLARE Party Picture magazine coverage (in-book: photos from client)	\$ 19,850	\$ 7,500
*Photographer	-	\$ 500-1000
*Videographer	-	\$ 1,000-3,000
*Date Penalty Fee (Change of date)	\$ 1,000	\$ 1,000
*Event Penalty Fee (Event cancellation)	\$ 1,500	\$ 1,500
*FLARE bulk magazines	-	Varies
*Catering (food + beverage / staffing)	-	Varies
*DJ & Entertainment	-	Varies
*Audio Visuals	-	Varies
*Red Carpet	-	Varies
*Photo Booth	-	Varies
*Signage (ie. Step and Repeat)	-	Varies

Our team of experts will work with you to develop and customize a turn-key event. Speak to your rep for more details!



# FLARE

CANADA'S FASHION MAGAZINE  
*EVENTS*

