

# strøm

MAGAZINE

CENTRED ON BALANCE  
MEDIA KIT



# A One-of-a-Kind Magazine

Combining rich, inspiring, entertaining content with refined design, *Strøm Magazine* is the first and only print lifestyle magazine created by a Nordic spa in Québec. Boldly and credibly covering a diverse variety of topics, our magazine caters to educated, active, urban readers who are mindful of their well-being and life balance.



## WELL-KNOWN CONTRIBUTORS

Over the years, a variety of influential personalities from various fields of expertise have contributed to *Strøm Magazine*. They include **Anaïs Barbeau-Lavalette**, **Ricardo Larrivée**, **Serge Beauchemin**, **Christiane Germain**, **Elisapie Isaac**, **Pierre-Yves Lord**, **Pierre Lavoie**, **Mario Cyr**, **Kim Thúy** and **Dominic Arpin**, just to name a few.

# The Strøm Universe

## MAGAZINE



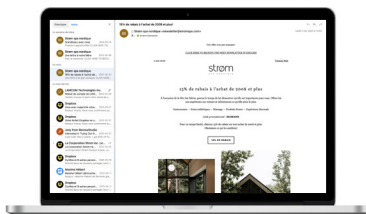
PRINT



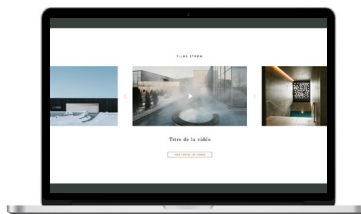
MOBILE TABLET

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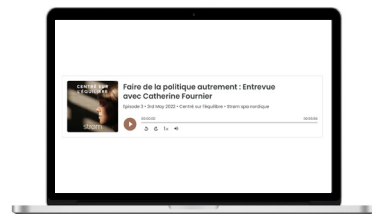
## MULTIMEDIA CONTENT



NEWSLETTER



STRØM FILMS



PODCAST

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## SOCIAL MEDIA



# Portrait of a Multiplatform Magazine

## READERSHIP

Knowledgeable epicureans wanting to take good care of themselves, our readers are looking for quality content that is inspiring and useful in everyday life.



**80 %**  
**AGE 25-44**  
(main target)

### EDUCATION

Highly educated

### INCOME

Above-average income



**20 %**  
**AGE 25-44**

### INTERESTS

Well-being, nutrition, health, culture, news and physical activity

## PRINT / DISTRIBUTION

**55,000 TOTAL COPIES, 50,000 IN FRENCH AND 5,000 IN ENGLISH**

Distributed throughout Québec, mainly in the Greater Montréal, Sherbrooke, Laurentians and city of Québec areas. Each edition is distributed during six months.



**INCLUDING 35,000 COPIES**

Distributed in our five spas and mailed to our subscribers.

**INCLUDING 20,000 COPIES**

Distributed at Avril Supermarché Santé, our corporate and tourism partners and local merchants and included with selected *Ricardo* magazines as well as with *Voilà Québec* magazines (distributed in tourist attractions and hotels in the Greater city of Québec area).

## DIGITAL / MULTI-PLATFORM

### WEB

**219,000**

Unique visitors each month

**425,000**

Sessions each month

**2 MIN 33 S**

Time on site



**73 %**



**25 %**



**2 %**

### NEWSLETTER

More than 249,175 subscribers

### SOCIAL MEDIA

Posted on our social media



**145,000**  
Followers



**71,500**  
Followers



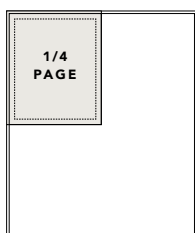
**5,000**  
Followers

# Advertising

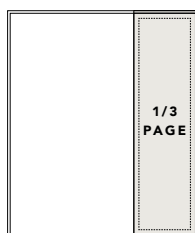
## ADVERTISING FORMATS

### TECHNICAL SPECIFICATIONS

Add a 1/8" (0,125") bleed around the advertisement to prevent text or images from being cut. Provide a margin of 1/4" (0,25") to protect writing. Please use 300 dpi images only. **Crop marks outside of the bleed.** Quarter pages: simply provide us with the requested material, and we'll take care of the layout. See details for the quarter page on page 6.



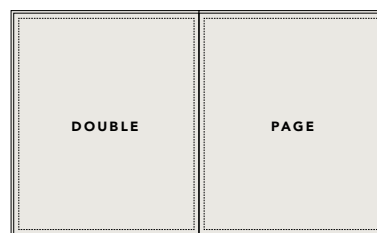
CUT FORMAT  
**4,25" X 5,125"**  
FORMAT WITH BLEED  
**4,50" X 5,375"**  
[DOWNLOAD THE TEMPLATE](#)



CUT FORMAT  
**3" X 10,75"**  
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CUT FORMAT  
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## RATES

### INSIDE PAGES

1/4: **1,000**  
1/3: **1,650**  
Half page: **2,000**  
Full page: **3,750**  
Double page: **5,000**

### C2 OR C3 POSITIONING

Full page: **4,250**  
Double page: **6,000**

### C4 POSITIONING

Full page: **7,000**

### EDITORIAL PARTNERSHIP

Double page: **7,000**

### INSERT

With 12,000 copies sent by mail (printing not included): **2,000**

### ADVERTISERS' NEWSLETTER

Newsletter only: **2,000\***

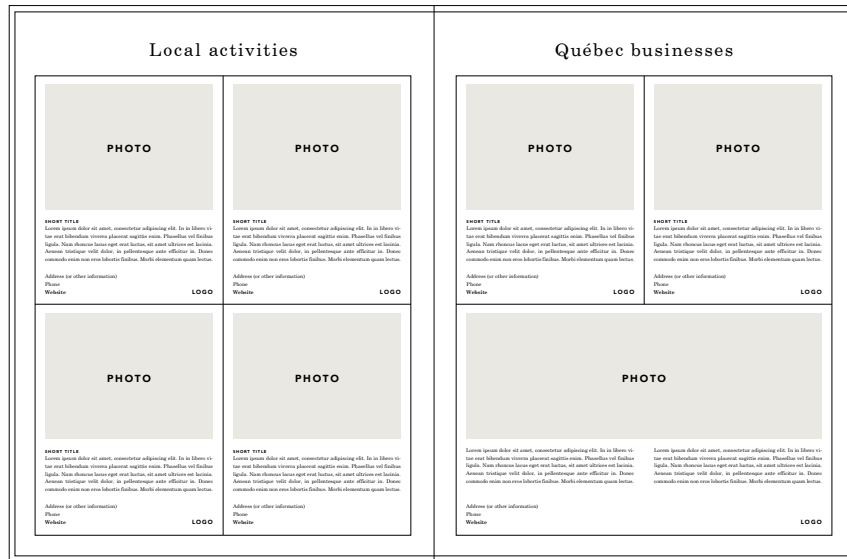
\*A discount of \$1,000 is offered when the newsletter is combined with the purchase of a paper advertisement.

# Quarter Pages

**QUÉBEC BUSINESSES**

**QUARTER PAGES ARE GROUPED TOGETHER FOR MAXIMUM IMPACT**

Advertise your product or service on an exclusive page for Québec businesses. Simply provide us with your material, and we'll take care of the layout (sample below provided for illustration purposes only). You can also combine two 1/4 pages for a half-page ad.



**We take care of the layout**

**PHOTO**

- 1,200px x 900px in, 72 dpi image (4" x 3" at 300 dpi)
- Please use an image with no text

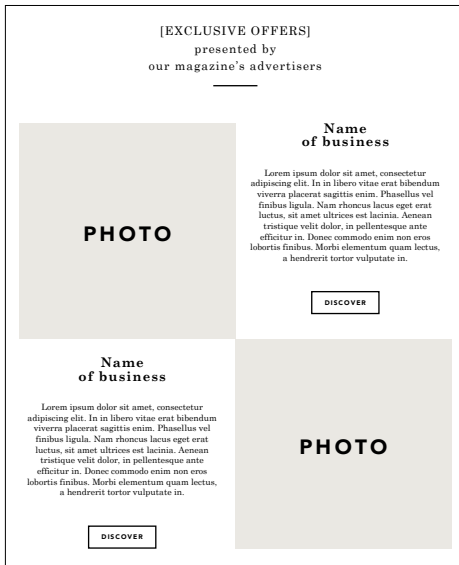
**TEXT**

- Please provide a French version and an English version
- Short title and 30-word paragraph, including a promo
- Possibility to add a discount
- Your logo
- Contact information (website, phone number, address, etc.)

# Advertisers' Newsletter

Take advantage of our advertisers' newsletter to offer a discount to our clients.  
This newsletter, sent to our 249,175 subscribers, has a media value of over \$40,000.  
You can also choose the newsletter only option (see rates on page 5). We take care of the layout.

## FINAL DESIGN EXAMPLE



## MATERIAL SPECIFICATIONS

### PICTURE

- A 1080px x 1080px square image
- If the visual includes text, please provide a French and an English version

### TEXT

- Provide a French and an English version
- Short title and paragraph (50 words max.) (ideally 25–30)

# Material submission

**PUBLICATION DATES**

**OCTOBER / APRIL**

**FINAL DESIGN**

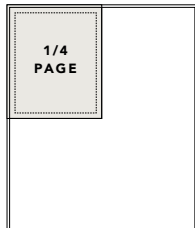
**FEBRUARY 18 / AUGUST 1**

Taxes not included. Special formats and projects: rates are available upon request. Payment is due when the magazine is published. All cancellations must be made in writing and sent to *Strøm Magazine* 30 days before the closing date of advertising bookings. After this time period, no refund will be given. The graphic design option is available for an additional charge of \$250. Contact us for further details. Editorial partnership materials spread over two pages and usually include a photo and text (approximately 450 words). The Strøm team is available to help you write all or part of your content.

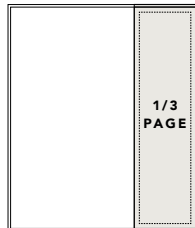
All advertising material must be approved by the editor. Advertisements can only include a restricted amount of content. The Strøm team reserves the right to ask you to modify your advertisement if it includes too much text (a larger amount of text is allowed in editorial partnerships only). All material received will be checked according to the required graphic standards and will be sent back to the advertiser if necessary. Please note that the use of a picture of the Strøm Nordic Spa without prior authorization is prohibited.

## TECHNICAL SPECIFICATIONS

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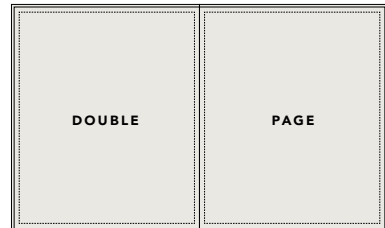
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**SEND ALL MATERIAL AND INFORMATION TO**  
magazine@stromspa.com