

VANCOUVER

LIVING

# 2018 MEDIA KIT



# VANCOUVER LIVING

Vancouver Living explores and celebrates luxury experiences and products to inspire discerning residents of one of the planet's most beautiful, and vibrant cities.

## 2018 EDITORIAL CALENDAR

### **FEB/MAR** RENO

Refresh your space with bright and beautiful décor ideas and renovation inspiration.

### **APR/MAY** OUTDOOR LIVING

The latest trends in outdoor living, from sleek patio furniture to negative-edge pools.

### **JUN/JUL** SUMMER ESCAPE

Featuring the most luxurious vacation homes, plus the décor and renovation trends to revamp your own cottage.

### **AUG/SEP** INNOVATION

From sustainable homes to self-driving cars, our editors bring you the latest advancements in architecture, design, gastronomy and more.

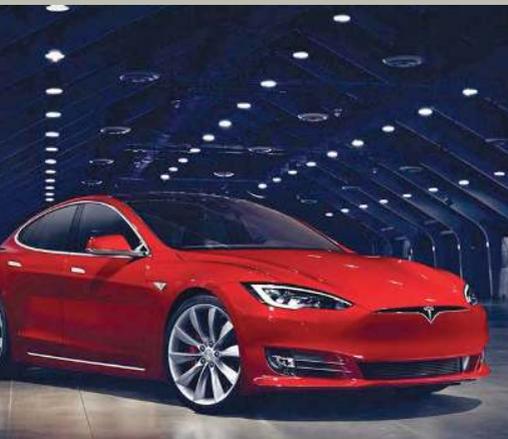
### **OCT/NOV** ENTERTAINING

Bold Cabernets, fall weekend getaways, fabulous fireplaces and cosy lighting.

### **DEC/JAN**

#### HOME FOR THE HOLIDAYS

Our winter issue is all about getaways, sparkling champagne and luxury gifts tied with red velvet bows.



## TEST OF TIME

CREATING A KITCHEN WITH LONGEVITY MEANS ESCHEWING DESIGN FADS.

WORDS | MICHELE MARKO

**E**VERY TREND HAS ITS MOMENT and then, poof, it's gone. Avocado-green appliances ring any bells? Recreating rustic Tuscan? Mosaic backsplashes, too, have had their day. As the heart of the home, the kitchen has star status. It's also the room that requires the largest budget to renovate. And as much as every one wants the latest and the greatest in terms of style and gadgets, no one wants that gorgeous new space to look dated in a matter of a few years.

Creating a fresh, contemporary kitchen can be simple by following certain approaches to design to create a space that has style longevity. ▶



TIBBICA STELLO AND CHELEA WHITE HIGH-GLOSS FINISH CABINETS FROM VAN KETWIND AND BACH AND WARDEN AND ACCENTUARY TO THIS, TIBBICA OPEN CONCEPT KITCHEN.

OCTOBER/NOVEMBER 2017

## FIRST AND FOREMOST

### FIONA'S FINDS

WHAT OUR EDITOR-IN-CHIEF IS COVETING THIS SEASON.



1 **MEDITATIVE, ZEN, PEACEFUL.** A few words to describe Vancouver-based, San Miguel, Mexico-based artist **Patricia Larsen's** work, carried at 7th & Astor St., George. I would welcome the beautiful simplicity of her mixed media *Breathing Underwater* piece into any room in my home. \$2,780 at [albertsonexhibits.com](http://albertsonexhibits.com)

2 **I'M ALWAYS ON THE HUNT** for a lip colour that will last through eating, drinking (and even kissing) and **Spela's Paint & Play matte liquid lipstick** doesn't budge. Added bonus: it's vegan and free of harsh chemicals including parabens, talc and sulphates. \$24 at [Kiss and Make Up, Assandhaleupstore.com](http://Kiss and Make Up, Assandhaleupstore.com)

3 **PASTELS ARE STILL HOT** for fall 2017 and on the top of my shopping list is this classic saddle-shaped **Chloe Mini Marco** leather bag featuring the French brand's signature detailing and soft-grained leather. \$1,210 at [Nordstrom, nordstrom.com](http://Nordstrom, nordstrom.com)

4, 5 **FRENCH FASHION-MEETS-FURNITURE** with this **deep-set armchair** designed by couturier **Christian Lacroix**. Add this **Bubble ottoman** by **Sacha Lubic** to create a cozy yet-modern sitting vignette in which to enjoy an espresso and a good book this fall. Price available upon request at [Reche, rechebois.com](http://Reche, rechebois.com)

6 **THERE'S SOMETHING SO DECADENT** about a high thread-count, and **The Cross** view Egyptian cotton and sateen **bedding collection** is simply dreamy. Add their exclusive **Monika Dream Bed** and I have my perfect spot to retreat when the mercury drops. **Linen**, \$118 to \$745, **bed** \$2,395 at [The Cross Decor & Design, thecrossdesign.com](http://The Cross Decor & Design, thecrossdesign.com)



## REGULAR FEATURES

**FIONA'S FINDS** – What our Editor-in-Chief is coveting this season.

**INFLUENCER** – Profile of a socially-conscious Vancouverite.

**ON-THE-TOWN** – With Fred Lee.

**TRENDING** – A trend we are seeing in décor and fashion.

**TRAVEL TIPS** – Globetrotter Claire Newell shares her essentials.

**TASTING ROOM** – Wine reviews from Terry David Mulligan.

**FOODIE FILES** – Critics and bloggers dish on the latest culinary trends.

**MY FAVOURITE ROOM** – A local personality invites us into their favourite space.

# VANCOUVER LIVING

Vancouver Living is the exclusive entryway into the most luxurious homes in Vancouver—and beyond. With features on gorgeous homes and commercial spaces, reports on the latest trends and advancements in architecture, design and décor, plus the crème de la crème in auto, boating, travel destinations, cuisine, fashion, jewelry, arts and society, Vancouver Living is the definitive guide for living a luxe life in one of the planet's most beautiful, and buzz-worthy cities.



## DISTRIBUTION

Using Glacier Media's trusted distribution system, Vancouver Living is delivered to homes in Western Canada's wealthiest neighbourhoods, including the North Shore, west side of Vancouver and other select, high income neighbourhoods.

### NORTH & WEST VANCOUVER

We can target delivery right down to the route level on the North Shore, guaranteeing that are magazine is being delivered to single family homes with an income level between \$150k - \$970k.

### VANCOUVER WEST SIDE

We deliver to single family homes in distribution tracts with an average household income of \$134k - \$328k.

### ROVING DISTRIBUTION

In order to increase your reach, we are keeping our finger on the pulse of the real estate market in Vancouver and beyond. We will reserve a few thousand copies of each issue and will deliver them to up-and-coming neighbourhoods with high income households throughout metro Vancouver.

### NEWSSTANDS & SUBSCRIPTIONS

Vancouver Living is available for purchase from 1,400 newsstands across BC and by subscription.

### RETAIL SHOWROOMS

Free copies of each issue will be made available at carefully selected, high end retail showrooms, as well as events and shows throughout the year.



# DEMOGRAPHICS

Vancouver Living reaches an audience who are affluent, successful and wish to remain on top of emerging trends in home décor and architecture while enjoying the finer things in life.

## NORTH SHORE

**\$166K**

AVERAGE  
HOUSEHOLD  
INCOME

**40.6%**

HOLD A  
UNIVERSITY  
DEGREE

**44.6%**

35-64  
YEARS OLD

**52.3%**

FEMALE

## VANCOUVER WEST SIDE

**\$94K**

AVERAGE  
HOUSEHOLD  
INCOME

**84.7%**

HOLD A UNIVERSITY  
CERTIFICATE OR  
DEGREE

**20.6%**

HOLD A  
MASTERS  
DEGREE

**43%**

35-64  
YEARS OLD

**52.4%**

FEMALE



# VANCOUVER LIVING

Readers shop magazines to learn what's new. It's how consumers stay in touch with what's new and what's relevant. Magazines drive more traffic to the web than any other medium.

~ Magazines Canada, 2015-16

## DATES

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#### FEB/MAR 2018

Close: Friday December 22  
Material: Friday January 5  
Release: Monday February 12

#### AUG/SEP 2018

Close: Friday June 22  
Material: Friday July 6  
Release: Monday July 30

#### APR/MAY 2018

Close: Friday February 16  
Material: Friday March 2  
Release: Monday April 2

#### OCT/NOV 2018

Close: Friday August 24  
Material: Friday September 7  
Release: Monday October 1

#### JUN/JUL 2018

Close: Wednesday April 18  
Material: Friday April 27  
Release: Monday May 28

#### DEC 2018/JAN 2019

Close: Friday October 26  
Material: Friday November 9  
Release: Monday December 3

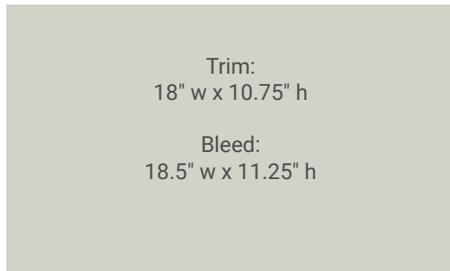
## MULTIMEDIA SOLUTIONS

I like to work as a strategic partner with our clientele to develop engaging multimedia marketing ideas. The end result is a customized print & digital strategy to help you achieve your marketing goals.

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# TECHNICAL SPECS



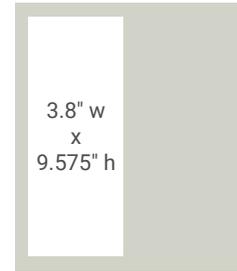
DOUBLE PAGE SPREAD



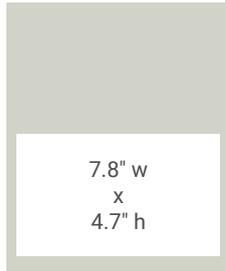
FULL PAGE



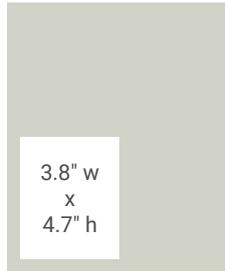
2/3 VERTICAL



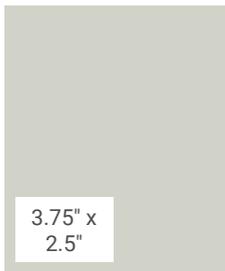
HALF VERTICAL



HALF HORIZONTAL



QUARTER PAGE



SHOPS & SERVICES

## FILE SPECIFICATIONS:

Only high-res PDFs (CMYK, 300 DPI, fonts and images embedded) accepted. Do not include crop marks, bleed marks or colour registration bars. If using large fields of black, please use rich black (50C 50M 50Y 100K). Provide all photos at 300 dpi and line art at 600–1200 dpi. All copy should be placed no closer than .375" to trim. We will do our best to match the proof that you supply, but cannot guarantee colour accuracy.

## AD/IMAGE/FILE TRANSFER:

Ads under 10mb can be shipped electronically via email to [creative@livingmag.ca](mailto:creative@livingmag.ca). If your PDF file exceeds 10mb, please use WeTransfer.com or Dropbox.com, and send to [creative@livingmag.ca](mailto:creative@livingmag.ca). A fee of \$150 will be charged if a file is received after 12:00 noon, two business days after materials close date.

**COVER:** 100lb silk with soft touch aqueous coating

**TEXT:** 60lb silk



"It is very hard to replicate the physical allure of a luxury magazine on other platforms. Readers move into a different mode when they engage with a glossy. Advertisers understand this."

~ Nicholas Coleridge, International President of Condé Nast  
(Source: James Barber, Veulio, Nov 23, 2016)

Printed publications remain among the top advertising platforms to reach upscale consumers, especially millionaires.

~ Magazines Canada  
(Source: Insights into Luxury, Affluence and Wealth, April 2014)

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