

STATELY MEDIA KIT

2024



WWW.STATELYMAG.COM

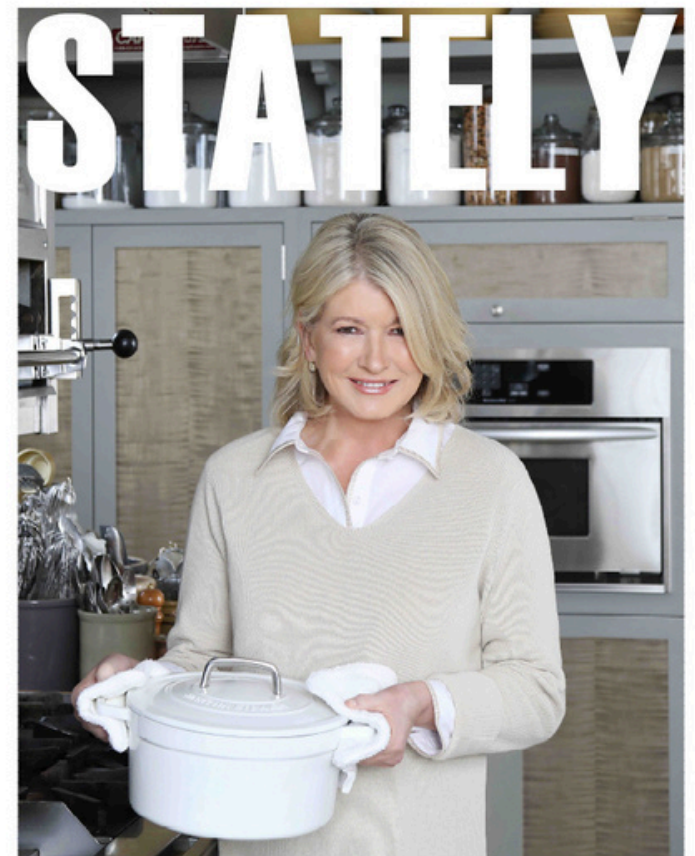


WELCOME TO STATELY MAGAZINE

Embracing the Art of Quiet Luxury

Stately Magazine is a market-specific publication aimed at individuals aged 50 and above, delivered through targeted distribution. Each quarterly edition features exclusive celebrity interviews alongside insightful content on health, travel, lifestyle, and culture.

People in North America are living longer, healthier, and more active lives than ever before. Today's retirees and soon-to-be-retired individuals possess significant spending power, enjoying fulfilling lives enriched by advances in healthcare and technology. They continue to be enthusiastic consumers of print media, appreciating the tactile experience and rich content that only print can provide.



A LUXURY LIFESTYLE MAGAZINE FEATURING MARTHA STEWART

O U R R E A D E R S H I P

Stately Magazine is meticulously tailored to a discerning readership who value quality, elegance, and depth. Our readers fall into the following categories:

Empty-Nest Adventurers

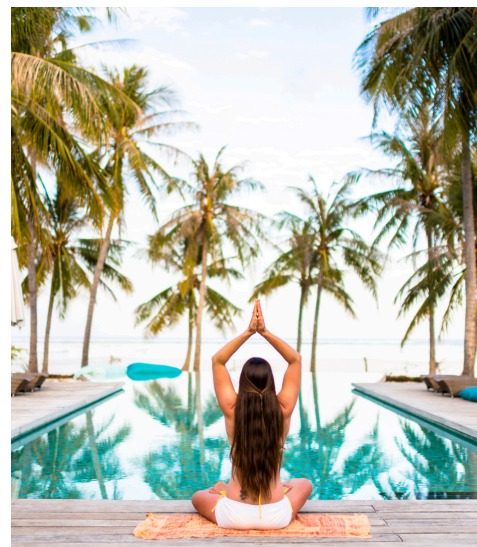
- Mature, married couples aged 50 and over.
- Live in comfortable homes or acreages, with children having left home.
- Enjoy their empty-nest status by engaging in various recreational activities.

Diamond Days

- Affluent, older retired couples with substantial financial security.
- Own highly desirable properties in prime locations.
- Enjoy a lifestyle of comfort and indulgence, making prudent financial investments.

Our readership is characterized by:

- High likelihood of being married and retired.
- Owning homes with four or more bedrooms.
- Having a household income over \$400k.
- Living in homes valued at over \$1M.
- Belonging to the wealthiest 4% of households.
- Holding degree-level education or higher.
- Spending significantly on holidays and leisure activities.
- Preferring to be contacted by post or phone.
- Enjoying shopping at farmers' markets and delis.
- Showing strong interest in Canadian travel, homes, gardens, and lifestyle content.



E d i t o r i a l C o n t e n t

Curated for Sophistication
Our editorial content includes:

Celebrity Profile/Interview: Exclusive insights from notable personalities.

Travel: Exploring serene and exquisite destinations.

Culture: Delving into arts, events, and cultural phenomena.

Finance: Expert advice on financial planning and wealth management.

Food and Drink Reviews: Savoring the finest culinary experiences.

Homes and Interiors: Elegant home decor and design tips.

Health/Wellness: Promoting a balanced and healthy lifestyle.

Intentional Living: Mindful and purposeful living practices.

Automotive: Featuring luxurious and innovative vehicles.



D I S T R I B U T I O N

Reaching the Right Audience

Stately Magazine is circulated via a focused distribution strategy, targeting high-end locations frequented by our readership, such as golf clubs, luxury resorts, and upscale retailers. Our quarterly publishing schedule ensures timely and relevant content delivery to our engaged audience.

ADVERTISING RATES

Our advertising options include full-page, double-page spreads, and various premium positions. All ads are to be supplied as high-resolution PDFs or JPEGs, with specific bleed requirements.



\$4,200 CAD
DOUBLE PAGE SPREAD



\$2,500 CAD
FULL PAGE



\$3,500 CAD
BACK COVER



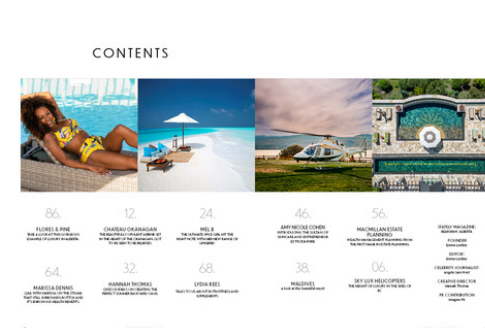
\$5,000 CAD
FRONT COVER DPS



\$2,700 CAD
COVER FOLD



\$3,200 CAD
OPPOSITE CELEBRITY
INTERVIEW



\$3,200 CAD
OPPOSITE CONTENTS

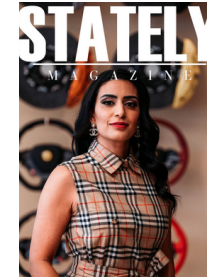


TBC
CELEBRITY INTERVIEW
SPONSORSHIP



PUBLISHING SCHEDULE:

- Spring Edition: April 20th (Sales Deadline: March 10th, Copy Final: March 18th)
- Summer Edition: July 15th (Sales Deadline: June 10th, Copy Final: June 18th)
- Fall Edition: October 10th (Sales Deadline: September 10th, Copy Final: September 18th)
- Winter Edition: January 22nd (Sales Deadline: December 10th, Copy Final: December 20th)



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.

The publisher reserves the right to reject materials supplied for advertising if the quality or content is not satisfactory.

THE STATELY TEAM:



EMMA
LINDSEY

FOUNDER & EDITOR-
IN-CHIEF

Emma brings her vision and leadership to Stately Magazine, ensuring each edition reflects our core values of quiet luxury and sophistication.



ANGELA SARA
WEST

FREELANCE CELEBRITY
JOURNALIST

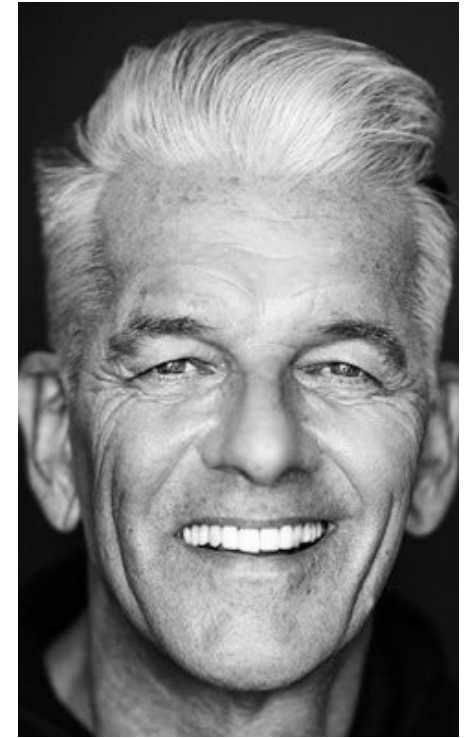
Angela provides in-depth interviews with renowned personalities, uncovering stories and insights that inspire our readers.



HANNAH
THOMAS

INTERIOR STYLIST

Hannah's expert eye for design transforms living spaces into elegant retreats, offering tips and inspiration for home decor.



TONY
MCGRATH

TRAVEL WRITER

Tony's travel features transport our readers to the world's most exclusive and serene destinations, showcasing the beauty of quiet luxury.



OUR VISION :

Quiet Luxury for the Discerning Reader

Stately Magazine is designed for those who appreciate quality and elegance. We believe in the enduring value of print media, offering our readers a tangible and enriching experience that digital media cannot replicate. Our magazine provides a blend of timeless articles and contemporary insights, all wrapped in the quiet luxury our readers cherish.



STATELY
M A G A Z I N E

Contact Us

We'd Love to Hear from You

Whether you have questions, feedback, or would like to discuss advertising opportunities, please reach out to us at hello@statelvmag.ca.

We look forward to connecting with you.

Office

403-500-8500

Website

www.statelvmag.com



www.statelymag.com

Discover the Finer Details

Explore the Nuances of Quiet Luxury

Dive deeper into the world of Stately Magazine, where we explore the subtleties of refined living. From exclusive interviews to expert advice on home decor and wellness, discover the finer details that make life truly stately.