

# strøm

M A G A Z I N E

**MEDIA KIT 2016-2017**



# strøm

M A G A Z I N E

*Combining rich and inspiring content with a refined design, Strøm Magazine is the first lifestyle magazine of its kind produced by a Nordic spa located in the province of Quebec. It thus reflects our values: acting with integrity, displaying our expertise, being bold and worrying about the well-being of the clients and constantly trying to exceed their expectations.*

## TARGET CLIENTELE

*The clientele consists of well-informed epicureans who want to take care of themselves. They are looking for exclusive and high quality content that is inspiring and useful in their everyday lives. The target clientele is between 25-55 years old, has a higher level of education and an above average income.*

**30 000**  
COPIES  
+  
DIGITAL  
VERSION

## ISSUE 2

### INTERVIEWS

#### SHOWCASING MONTREAL FASHION... INTERNATIONALLY

*Interview with Debbie Zakaib, CEO mmode*

#### ALCOHOL AND HEALTH: MY ADVICE TO GET THROUGH THE HOLIDAYS!

*Interview with Isabelle Huot, Doctor in nutrition*

#### WOMEN WHO INSPIRE US

*Interview with Christiane Germain,  
Co-President of the Groupe Germain Hotels*

## SUBJECTS

### DAILY DOSE OF INSPIRATION

#### CREATIVE LIFE

*10 ideas to boost your creativity*

#### OUTDOORS

*Leaving your marks off the slopes in Quebec*

#### OVERALL BEAUTY AND WELL-BEING

#### THE INFLUENCE OF NATURE ON OUR BRAIN

#### TRENDS IN YOGA AND MEDITATION RECIPES FROM OUR BISTRO CHEF

#### ARCHITECTURE AND DESIGN

*Spotlight on Scandinavian trends*

## DISTRIBUTION

### PRINTED STRØM MAGAZINE

**30,000 COPIES  
IN GREATER MONTREAL**

**10,000 COPIES**  
*mailed to our best customers;*

**10,000 COPIES**  
*distributed to corporate partners  
and local businesses  
(gyms, restaurants, delis, etc.);*

**10,000 COPIES**  
*available on site at the spas and at our partners.*

### DIGITAL STRØM MAGAZINE

#### MULTIPLATFORM

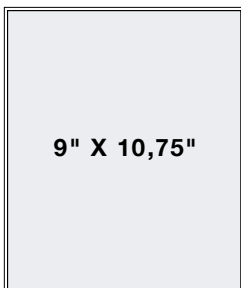
*Available on the home page of the Web site  
consulted by over 40,000 unique  
visitors per month*

*Sent to our database including more than  
80,000 subscribers;*

*Broadcasted on our social media.*



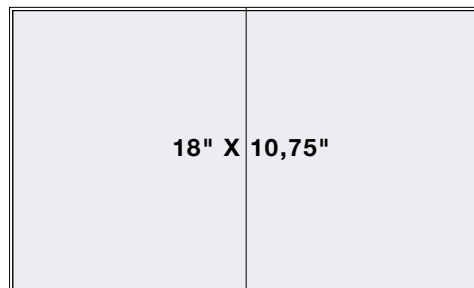
#### FULL PAGE



9" X 10,75"

\$1 850

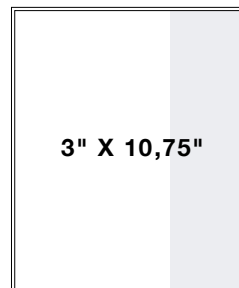
#### DOUBLE PAGE



18" X 10,75"

\$3 000

#### 1/3 PAGE



3" X 10,75"

\$650

#### REQUIREMENTS

*Add an 1/8 inch border around  
the advertisement to prevent  
that text and images are being  
cut. Provide a 1/4 inch margin  
for the writing protection.*

**PUBLICATION DATE**  
**OCTOBER 2016**

**MATERIAL DEADLINE**  
**AUGUST 31, 2016**

#### SENDING OF THE MATERIAL AND INFORMATION

*By email: [elefbvre@stromspa.com](mailto:elefbvre@stromspa.com)  
Emilie Lefebvre, marketing Director  
514 761.7900 extension 300*

*Taxes not included. Formats and special projects: rates on request. The advertiser must pay by the publication date of the magazine. All offers and all advertising material must be approved by the editor. All cancellations must be in writing and send to Strøm magazine at least 30 days prior to the deadline for the advertisement bookings. After the deadline, no refund will be made.*