

FROM THE EDITORS OF THE KIT
compact



2017
MEDIA KIT

The phenomenon: Pop-up magazines

Savvy publishers, such as Hearst (New York City) and ShortList Media (London), are launching new print products for millennial women.

These free, premium publications, short, easy reads of 40 to 46 pages, have a global perspective and a local point of view, focusing on attainable, fresh fashion and beauty and what's in stores right now.

With a targeted distribution model, publishers "meet their readers at the party", where they are ready to read, handing copies to stylish women in key urban neighbourhoods.

Many also turn the limited print run into a marketing opportunity: like pop-up food trucks, each day during the key distribution period the magazine reveals on social media the location of its street team, which has both copies and tote bags filled with swag to give away to cool, young women. The "get-it-while-its-here" message creates social media buzz.



TWITTER

Excited to get a copy of @StylistMagazine this morning

@LadiesWhoLunch

TRENDING NY

Hearst, from the editors of Marie Claire

First issue:

September 8, 2014. Weekly distribution by hand and in salons for four-week test



TWITTER

I LOVE this magazine. Thank you @Emrocro for sending and HUGE congratulations @TrendingNY @LibertyLndnGirl



STYLIST

ShortList Media

First issue: October 7, 2009. Weekly hand distribution in London and beyond 13 U.K. cities
2013: Expanded to France
2014: Announces expansion to UAE



COMPACT

From the editors of The Kit

First issue:

September 8, 2015. Weekly distribution by hand and at Cadillac Fairview shopping centres



TWITTER

Each time @TheKit Compact comes out it's like a scavenger hunt as I scour the city in an effort to get my hands on the new issue #the6six

@MsMelissaGreer

The Kit Compact

Proudly named the 2017 Magazine of the Year and Best Fashion Magazine by the Canadian Magazine Awards

Quantity: 50,000 copies in Toronto. September 2016 distribution for 125,000 copies includes:

- Toronto: 50,000
- Vancouver: 25,000
- Edmonton: 17,500
- Calgary: 17,500
- Ottawa: 15,000

Target: Fashionable female millennials+

Distribution: Handed to target reader wherever we can capture their undivided attention

Format: 8.875 X 10.75"

Binding: Saddle stitched

Paper Stock Body: 38# Prominence Plus

Paper Stock Cover: 70# Influence Gloss



A digital replica of The Kit Compact will be published on thekit.ca, extending the magazine's reach beyond print circulation to thekit.ca's loyal digital readership and 70,000 e-newsletter subscribers.

Meet our Reader

The millennial generation has increasing influence both in purchasing power and in an ability to alter other generations' spending habits. Our surveys indicate:



The Kit Compact reader is a highly-educated female in the 18-49 age category. Our hand-to-hand distribution model ensures that we closely reach our target audience.

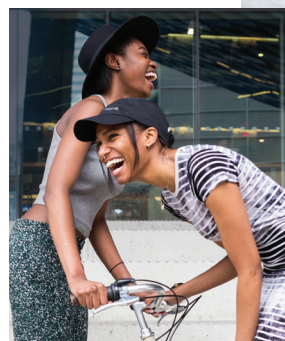
96%
of The Kit Compact readers surveyed are female

FEEDBACK
"Easy. Fun. Interesting. My fashion dose in a capsule."

Post-Secondary
+93%



FEEDBACK
"CURRENT, RELEVANT, FASHION NEWS."



+85%
of reader respondents will seek out the next issue

FEEDBACK
"It's probably the best magazine of its kind in Toronto."



Target reach
80%
ages 18-49
Core target reach
57%
ages 18-35

FEEDBACK
"I wish it was available in other cities. It was given to me by a friend from Toronto at the airport - as she had picked it up and already read it!"



Editorial

We know the best recommendation comes from a trusted friend or brand. Nowhere is this more true than with the millennial reader and shopper, who live in a social sharing economy. We're committed to giving our readers tremendous value for their time spent with us.

Like The Kit, The Kit Compact is about shopping, beauty and great style, but with a focus on the city, accessible price points and what's in stores that very moment.



LOCAL FEATURES

The best of Vancouver, Edmonton, Calgary, Toronto, Ottawa style: the coolest beauty and fashion buys; profiles of local stylish women; and editor black books of the city's hottest addresses

The Index

The super fun ways to love your city now

Now Trending

Trends to try, products to buy, pieces to lose your mind over

Street Style Star

A chic local woman spills about her style

Response

With The Kit Compact's hand-to-hand distribution model, our brand ambassadors often receive front-line feedback. So The Kit surveyed the brand ambassadors and here is what they said:

100% of brand ambassadors rate The Kit Compact highly



NATIONAL FEATURES

Cutting-edge photo shoots; how-to trend stories; thoughtful personal essays; shopping specials and gift guides

The Beauty Desk

The beauty bounty that lands in the office and never leaves our beauty editor's sight

The Beauty Essay

A humorous account of a person's foray into a beauty look or trend

#Nowfollowing

In conversation with a cool social media star

ALMOST
100%

of brand ambassadors indicate that they are often approached for an issue of The Kit Compact

SAMPLES ARE
100%
positively received

96%

often see people reading The Kit Compact as soon as they hand it out

71%

of brand ambassadors have observed a notable increase in awareness of The Kit Compact over the past few months

77%

are often asked when and where readers can pick up a future issue

2017 Publishing Schedule

Issue	Theme	Distribution Date	Material Deadline	Ad Closing
March	Spring	March 6-10	February 16	January 24
June	Spring/Summer	June 5-9	May 12	April 26
July	Summer	July 10-14	June 16	May 31
September	Fall/TIFF	September 11-15	August 24	August 9
October	Winter	October 16-20	September 27	September 6
November	Holiday	November 20-24	November 2	October 17

Full-Page Advertising Rates

Local Full Page			
City	1X	4X	12X
Toronto	\$5000	\$4200	\$3600
Vancouver	\$2900	\$2500	\$2250
Calgary	\$1950	\$1650	\$1500
Edmonton	\$1950	\$1650	\$1500
Ottawa	\$1650	\$1400	\$1250

National			
Ad Unit	1X	4X	12X
Full page	\$12500	\$10500	\$9000
IFC	\$14500	\$12250	\$10500
IBC	\$13000	\$11000	\$9500
OBC	\$16250	\$13750	\$11750
DPS	\$22500	\$18875	\$16200
FULL-PAGE + 1/3 COLUMN ADJACENCY	\$17500	\$14875	\$12625

Ad Specs

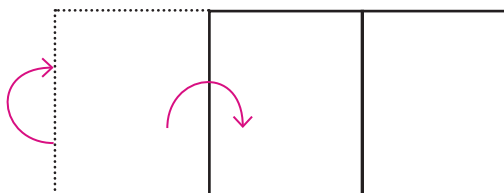
Full-page ad size

Trim: 8.875 x 10.75 | Bleed: 9.125 x 11

DPS: Please supply as two separate full-size pages

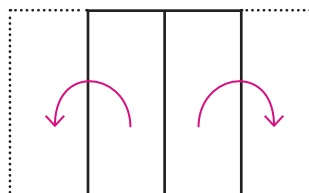
- The Kit is printed on 38lb coated, 76 bright stock using the standard heat-set, web lithographic process with medium CMYK ink coverage.
- Images should be toned to SWOP standards for heat-set printing with a maximum total ink coverage (TAC) of 300% and a minimum image resolution of 300 DPI at the properly scaled size.
- Ads should be supplied as final, composed, complete, single page, PDFs to the PDF/x-1a:2001 standard for direct output with all final images and fonts embedded.
- If required, you may supply native/working files in an acceptable format. The Kit is produced using Adobe CS 6. Working files must include all fonts, images and design files in a compatible format.
- All ads supplied should be created to the correct size. The Kit does not "float" smaller ads in the space booked.

Special Executions



COVER GATEFOLD
TOTAL AD PAGES: 4 (INCLUDES IFC)

National: \$56,125



COVER FRENCH DOOR
TOTAL AD PAGES: 2

National: \$36,125

National:

- Inserted Scent Strips**
\$100 CPM + minimum 1 full national page to run behind scent strip
- Inside Issue BRC tip-on**
\$125 CPM + DPS
- Sample polybag**
\$125 CPM + OBC
- Sample Hand-out**
\$300 CPM + minimum 1 full national page
- Branded Dressing of Handlers**
\$5,000 (plus attire) + minimum 1 full national page

Rates on request:

- Augmented Reality
- Cover Garage Door
- Centre Spread Double Gatefold (8 ad pages)
- Centre Spread Gatefold (4 ad pages)
- Cover Z-Gate Fold

*Inquiries regarding custom executions are welcome.

Material can be uploaded to **ftp.star.com**
Username: **kituser**
Password: **k!tftpUs3r**

CONTACT

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