

THE KIT
BEAUTY & FASHION MEDIA

2017
CHINESE
MEDIA KIT

THE OPPORTUNITY

The Kit is a modern media brand, which uses the power of digital, print and social to tell rich, engaging, authentically multi-platform stories. By creating specially curated content, The Kit optimizes its multiple platforms to connect with women of varying ages, ethnicities and languages across Canada. The Kit also offers the country's most compelling beauty and fashion content: breaking news, gorgeous photo shoots, editor-approved shopping lists, and thoughtful trend features. The reader sees herself reflected back in the best possible light: strong, smart, beautiful.

The Kit's beauty and style platforms include a weekly newspaper edition (The Kit paper), which is distributed in premium papers across Canada; a monthly national pop-up magazine (The Kit Compact); a constantly updated website (TheKit.ca); and dynamic social media (@TheKit and @TheKitca). Monthly, The Kit publishes The Kit Chinese editions in Vancouver & Toronto.

According to the Vividata's Q2 2015 study, Chinese Canadian women spend more money on fashion and beauty products than the general population.

WOMEN'S CLOTHING

Average amount spent per year:

General Female Population = **\$596**

Chinese-Canadian Females = **\$643**

COSMETICS

Average amount spent per month:

General Female Population = **\$57**

Chinese-Canadian Females = **\$60**

Source: Vividata Q2 2015 Study
Base: Toronto & Vancouver 18+

The Kit Chinese Distribution

The Kit Chinese is a glossy, printed broadsheet newspaper section full of fun and useful columns, elegant photography, and features composed by top-notch writers. Each monthly issue will be carefully curated by editor Renee Tse to provide the best beauty and fashion content for our discerning audience.

The Kit Chinese, which appears like a newspaper section, is efficiently distributed through a selective combination of leading Chinese Canadian newspapers. In Toronto, there are also public place copies available for pick up.

Circulation:

TORONTO

27,500

Inserted in: Ming Pao (17,500) + Chinese Canadian News (5,000)

Available for pick-up at: University & College campuses (2,000) + Gateway Subway Outlets (3,000) at demographically appropriate stations

VANCOUVER

12,500

Inserted exclusively in: Ming Pao (12,500)

About our selected newspapers:

MING PAO DAILY newspaper is a Chinese newspaper published in Vancouver, and Toronto since 1993. The broadsheet is affiliated with the leading Hong Kong newspaper Ming Pao. The daily newspaper publishes a wide variety of content including special weekly supplements for real estate and show business.

CHINESE CANADIAN NEWS has been publishing in the Greater Toronto region for over 20 years. The newspaper has a reputation for producing insightful news content from the local Chinese Canadian community. The News has a loyal readership in the Southern Ontario region.

RATES + PUBLISHING SCHEDULE

The Kit Chinese Paper

Net Advertising Rates:

Toronto + Vancouver

Full Page	8,000
DPS	17,000
1/2 Page	5,000
Banner	4,000

2017 Paper Publishing Schedule

The Kit (Chinese) publishes monthly in Toronto and Vancouver.

Issue Date	Ad Closing Date	Ad Material Due
January 19	Dec 20th	Jan 3rd
February 2	Jan 10th	Jan 17th
March 16	Feb 21st	Feb 28th
May 11	April 18th	April 25th
June 15	May 23rd	May 30th
July 20	June 28th	July 4th
September 21	Aug 29th	Sept 5th
November 16	Oct 24th	Oct 31st
December 14	Nov 21st	Nov 28th

The Kit Paper Special Opportunities

Please contact our sales representative for pricing information

1.

A 3½ inch gatefold over The Kit's cover, plus the inside front cover (IFC) and front page banner for a total of approximately 2 ad pages.

2.

A gatefold wrap-around including the outside back cover, inside-back cover and both sides of the ½-page over cover for a total of 3 ad pages.

3.

A "French Door" concept created by using options 1 & 2 in combination. The Kit cover would appear on both sides of the closed front doors but once opened, ad would appear on IFC and second page, plus OBC for a total of 3 pages.

4.

A full page printed on both sides, that wraps around the top of the paper, plus the OBC of the regular issue for a total of 3 ad pages. *(Note: full page will be 1" shorter than the full height of the section so regular section can peek through.)*

AD SPECIFICATIONS + STANDARDS

DPS	21 columns x 283.5 agates	520.7mm x 514.35mm	20.5" x 20.25"
Front Banner	10 columns x 45.5 agates	254mm x 82.55mm	10" x 3.25"
Full Page	10 columns x 283.5 agates	254mm x 514.35mm	10" x 20.25"
1/2 Page Horizontal	10 columns x 140 agates	254mm x 254mm	10" x 10"
1/2 Page Vertical	5 columns x 283.45 agates	123.8mm x 514.35mm	4.875" x 20.25"

- The Kit Chinese* 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 Chinese* is produced using Adobe CS 5.5. 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 Chinese* does not "float" smaller ads in the space booked. Due to production processes, full bleed ads are not permitted.

星期四9月22號2016

淨化岩士
柔美肌膚 隨手可得
page: 7
CLAY MASK (ROSE)

秋冬
五大精選
本季的必備
必備
page: 3

高貴告白
紅色的力量
令肌膚瞬間
光彩奪目的
秘訣
page: 6

THE KIT

女人裝

最佳
秋冬時尚

我們為你逐一列出當季的潮流
精髓—從本季的流行色
(誰能料到粉紅可以如此冷艷?)
到你不能錯過的大樓
page: 4

保持聯繫 THEKITCA @THEKIT @THEKITCA THEKIT THEKITMAGAZINE

找到妳的完美配對

我們擁有最全粉底配方和最廣顏色選擇，全線Hudson's Bay美容部的美容專家，必能助妳找到最完美的配對，包妳滿意。

HUDSON'S BAY

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穿越星際

起現代的金屬感，以繁星夜空為靈感的设计，今個春季，時裝界帶領我們漫遊宇宙星

THE KIT 的秋季系列靈感來自宇宙，以繁星夜空為靈感，設計出多款充滿未來感、科技感、太空感、金屬感、以及充滿未來感的時裝。系列包括：太空感、科技感、太空感、金屬感、以及充滿未來感的時裝。

THE KIT 的秋季系列靈感來自宇宙，以繁星夜空為靈感，設計出多款充滿未來感、科技感、太空感、金屬感、以及充滿未來感的時裝。系列包括：太空感、科技感、太空感、金屬感、以及充滿未來感的時裝。

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網絡紅人

韓國流行時尚品牌—「特別」的 Aerie 粉紅的流行美衣

網絡紅人 Aerie 的粉紅系列，以柔和的粉紅色調為主，展現出清新、甜美、浪漫的風格。系列包括：粉紅色的長款大衣、粉紅色的連衣裙、粉紅色的上衣等。這些服裝不僅顏色清新，而且剪裁合身，展現出優雅的氣質。

網絡紅人 Aerie 的粉紅系列，以柔和的粉紅色調為主，展現出清新、甜美、浪漫的風格。系列包括：粉紅色的長款大衣、粉紅色的連衣裙、粉紅色的上衣等。這些服裝不僅顏色清新，而且剪裁合身，展現出優雅的氣質。

五大設計師品牌春季手袋

無論你喜愛的風格性設計還是經典款式，以下這五款手袋是今年春季最值得投資的五大手袋

1. 品牌 A: 一款簡約大方、適合日常使用的白色手袋。

2. 品牌 B: 一款時尚百搭、適合休閒場合的藍色手袋。

3. 品牌 C: 一款優雅大方、適合正式場合的綠色手袋。

4. 品牌 D: 一款清新可愛、適合年輕女性的粉色手袋。

5. 品牌 E: 一款時尚大方、適合都市女性的黑色手袋。

大膽展現自我
宇宙要我們披上星星的時候，
我們就應該聽從

潮流筆記
全新的設計、
獨特的風格、
展現出最
時尚的立
體感以及最
時尚的時
尚感。全
身一個
星：時尚界
的豪華與
時尚。

非平凡響的禮
致生活這
風韻的律
律

貼潮之選：現代金屬感

電線、繃眼、完美，這是休
閒舒適而又亮麗的最佳演
示

GET IN ON THE KIT

contact

Evie Begy, Collab Director

eb@thekit.ca | Tel: 416-869-4134 | OR CONTACT YOUR SALES REPRESENTATIVE

