

# THE KIT

BEAUTY & FASHION MEDIA



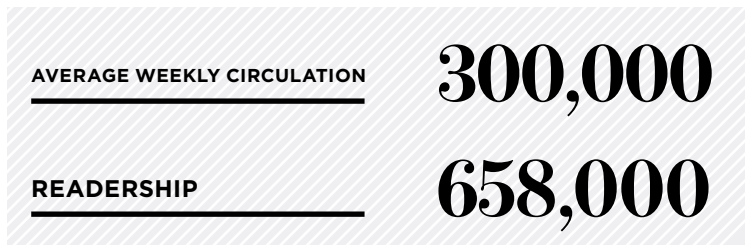
2017  
MEDIA KIT

# THE PLATFORMS

## The Kit Paper

The Kit is a glossy weekly newspaper section full of fashion and beauty features, fun and useful advice, elegant photography and design, and renowned writers. This section is distributed 43 times a year in the *Toronto Star* (Toronto and the GTA), *Ottawa Citizen*, *Montreal Gazette*, *Calgary Herald*, *Edmonton Journal* and *Vancouver Sun*.

- Toronto Star: 160,000
- Vancouver Sun: 50,000
- Montreal Gazette: 25,000
- Ottawa Citizen: 20,000
- Calgary Herald: 25,000
- Edmonton Journal: 20,000



Source: Vividata Q2 2016 Readership and Product Database  
 Base: Combined CMA Markets - Toronto, Ottawa, Montreal, Calgary, Edmonton, Vancouver  
 \*NOTE: In house model based on Vividata Q2 2016 factored for fashion/lifestyle content readership and circulation.

## The Kit Chinese edition

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.

### The Kit Chinese Circulation:

Toronto | 27,500      Vancouver | 12,500



# THE PLATFORMS

## The Kit Compact

The Kit introduces *The Kit Compact*, a new beauty & fashion pop-up magazine distributed in core commuter hubs across Vancouver, Edmonton, Calgary, Toronto and Ottawa. *The Kit Compact* offers an insider pass to the best style: the buzziest Insta-worthy beauty essentials; the coolest, most inspiring women; the hottest fashion pieces in store right now. The new destination for cutting-edge trend features, thoughtful personal essays and gorgeous photo shoots, *The Kit Compact* reports on the products that its millennial audience should invest in now.



**CIRCULATION** **125,000**

\*Check this space for more to come on national distribution, launching September 2016.

## thekit.ca

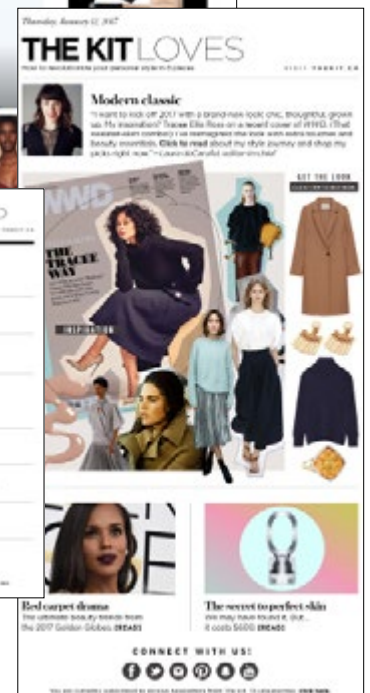
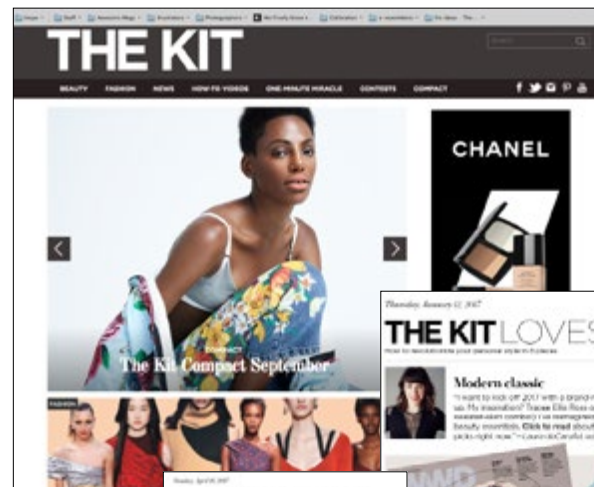
thekit.ca is updated daily with all the fashion and beauty news you need to read. It's a trusted resource for smart shopping, how-to beauty and hair videos and skincare advice.

**AVERAGE MONTHLY UNIQUE VISITORS** **225,000**

## e-Newsletters/e-Blasts (Sponsored)

The Kit Loves, The 6ix Index (Toronto-only) and The Kit Catch Up, three weekly e-newsletters, feature beauty and fashion "news you can use," including shoppable content, city happenings and one-minute makeovers. Average open rate is 15%. E-newsletters and e-blasts are delivered to the inbox of every magazine subscriber and are GEOTARGETABLE.

**SUBSCRIBERS** **70,000**



# RATES + PUBLISHING SCHEDULES

## The Kit Paper

### National Net Advertising Rates:

Toronto + Vancouver/Calgary/Edmonton/Ottawa/Montreal

	1x	6x	13x	26x	26+
DPS	56,230	53,415	50,610	47,800	44,980
OBC	35,145	33,385	31,630	29,870	28,115
IFC	32,330	30,715	29,095	27,480	25,860
Full Page	28,115	26,710	25,305	23,900	22,490
1/2 Page DPS	37,120	35,250	33,400	31,540	29,695
1/2 Page	18,560	17,625	16,700	15,770	14,850
1/4 Page	9,840	9,350	8,860	8,360	7,870
Banner	7,030	6,680	6,330	5,975	5,625

### 2016 Paper Publishing Schedule

The Kit (English) publishes in the Toronto Star, Montreal Gazette and Vancouver Sun on Thursday; Ottawa Citizen, Calgary Herald and Edmonton Journal on Friday.

### Ad Closing Date & Material Due Date

10 days prior to publishing date

### Net Advertising Rates Toronto Only:

Toronto

	1x	6x	13x	26x	26+
Full Page	18,375	17,460	16,540	15,620	14,700



## The Kit Chinese Paper

### Net Advertising Rates:

Toronto + Vancouver

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



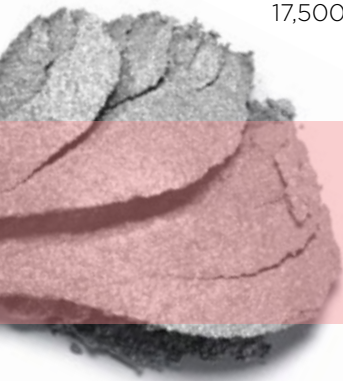
# RATES + PUBLISHING SCHEDULES

## The Kit Compact

### Net Advertising Rates:

National

	1x	4x	12x
<b>Full Page</b>	12,500	10,500	9,000
<b>IFC</b>	14,500	12,250	10,500
<b>IBC</b>	13,000	11,000	9,500
<b>OBC</b>	16,250	13,750	11,750
<b>DPS</b>	22,500	18,875	16,200
<b>Full Page + 1/3 Column Adjacency</b>	17,500	14,875	12,625



\*For more information on The Kit Compact, please refer to The Kit Compact's dedicated media kit.



## thekit.ca

Big Box Ad	25 CPM
Leader Board	25 CPM
Homepage Takeover (Voken)	35 CPM
Video Pre roll	35 CPM
Wallpaper	Available on request
OPA pushdown	Available on request

IAB Filmstrip	Available on request
Audience re-targeting*	12 CPM
Google currents*	10 CPM
Sponsored Article Opportunity	5,000
<ul style="list-style-type: none"> <li>• writing &amp; design by The Kit</li> <li>• tile and link from home page</li> <li>• LB and BB roadblocking of ads on page</li> <li>• sponsored link in Kit Catch-up eNewsletter</li> </ul>	

### 2016 thekit.ca Ad Schedule

All ad material must be submitted **5 DAYS** prior to deployment \*Minimum purchase of 100,000 impressions on thekit.ca

## e-Newsletter

e-newsletter big box	50 CPM
e-newsletter double big box	70 CPM

### 2016 e-Newsletter Publishing Schedule

Kit Catch-Up every Sunday	The 6ix Index every Tuesday
Kit Loves every Thursday	

#### Ad Closing Date

12 days prior to deployment

#### Ad Material Due

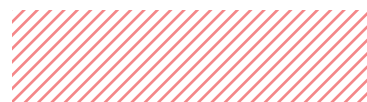
5 days prior to deployment

## e-Blast

Sponsored e-blast	120 CPM
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### 2016 Sponsored e-Blast Schedule

Deployment on date of choice assuming availability. All sponsored e-blast material must be submitted **5 DAYS** prior to deployment.



# AD SPECS

## Ad Standards for The Kit Paper

<b>DPS</b>	21 columns x 283.5 agates	520.7mm x 514.35mm	20.5" x 20.25"
<b>OBC</b>	10 columns x 283.5 agates	254mm x 514.35mm	10" x 20.25"
<b>IFC</b>	10 columns x 283.5 agates	254mm x 514.35mm	10" x 20.25"
<b>Front Banner</b>	10 columns x 45.5 agates	254mm x 82.55mm	10" x 3.25"
<b>Full Page</b>	10 columns x 283.5 agates	254mm x 514.35mm	10" x 20.25"
<b>1/2 Page DPS</b>	21 columns x 140 agates	520.7mm x 254mm	20.5" x 10"
<b>1/2 Page Horizontal</b>	10 columns x 140 agates	254mm x 254mm	10" x 10"
<b>1/2 Page Vertical</b>	5 columns x 283.45 agates	123.8mm x 514.35mm	4.875" x 20.25"
<b>1/4 Page</b>	5 columns x 140 agates	123.8mm x 254mm	4.875" x 10"
<b>Banner</b>	10 columns x 45.5 agates	254mm x 82.55mm	10" x 3.25"
<b>1/3 Page</b>	3 columns x 283.5 agates	79.4 x 514.35mm	3.125" x 20.25"

1. The Kit is printed on 38lb coated, 76 bright stock using the standard heat-set, web lithographic process with medium CYMK ink coverage.
2. 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.
3. 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.
4. If required, you may supply native/working files in an acceptable format. The Kit is produced using Adobe CS 5.5. Working files must include all fonts, images and design files in a compatible format.
5. All ads supplied should be created to the correct size. The Kit does not "float" smaller ads in the space booked. Due to production processes, full bleed ads are not permitted.

## The Kit Paper Special Opportunities (EN + CH)

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.)
5. A scent strip tipped on to the paper. ENG: front cover scent strip, front banner and OBC. FR: OBC scent strip with OBC advertising.
6. A sample of your product tipped on to the front cover, front banner and full page advertisement.

# AD SPECS

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## Ad Standards for The Kit Compact

**Full-page** 8.875" x 10.75"  
**Bleed** 9.125" x 11"

## Ad Standards for thekit.ca

Big Box Ad	300 x 250
Leader Board	728 x 90
Earlug	420 x 90
Video Pre roll	7 seconds, Format: H.264 (MP4) Size: 4:3 (432x324) or 16:9 (432x243)
New IAB Filmstrip	300 x 600
Voken (pop-up)	400 x 400
Wallpaper	1170 px gutter in the middle
OPA pushdown	Available on request

1. PNG8, PNG24, JPG, SWF, GIF or Animated GIF format
2. Other formats we can convert from: PDF, AI, EPS
3. If AI, EPS please ensure fonts are converted to curve

ALL WEBSITE ADS FOLLOW THE 2011 IAB GUIDELINES

## Ad Standards for Sponsored e-Blasts

**HTML Version:** 600 pixel wide HTML table

Advertiser must provide images (standard GIF or JPEG only; max file size 300 kb)

Link to web page that supports advertising message

**Text Version:** Max 60 lines, 60 characters per line, five linking URLs

**Subject Line:** Max 50 characters, including spaces (subject to final approval from Toronto Star)

**Test Recipients:** To be provided with order

**OTHER:**

3rd party ad serving is not accepted in any Toronto Star emails

3rd party click URLs are accepted, though 3rd party image serving is not

Flash, JavaScript and Cascading Style Sheets (CSS) are not permitted in Toronto Star emails

Messaging must be consumer-oriented and present a special offer/strong call to action.

## Ad Standards for The Kit e-Newsletter Big Box

1. PNG8, PNG24, JPG, GIF at a minimum of 96ppi
  2. Other formats we can convert from: PDF, AI, EPS
  3. If AI, EPS please ensure fonts are converted to curves
- \*All Kit Loves and e-blast ads are due **5 DAYS** prior to deployment



### SUBMISSION GUIDELINES

Please send artwork to ftp site:  
**Host name:** ftp.thestar.com  
**Username:** kituser  
**Password:** k!tf+pUs3r

Once uploaded, please ensure you send notification to production@thekit.ca



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# GET IN ON THE KIT

*contact*

**Evie Begy, Collab Director**

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

