

MEDIA KIT



STAD^{INC.}
MONTRÉAL

EDITORIAL LETTER

Bonjour, Hi! Welcome to our first issue of STAD magazine. Our magazine is about everything going on in the beautiful city of Montreal. Our city is a whole package; from food to sports to the nightlife,

Montreal is a destination that will not disappoint you! With something for everyone, you will easily find something that will leave a lasting impression and have you planning your next trip back. We have a bunch of activities that go on throughout the year.

During the winter, we have outdoor skating at the Old Port. In the spring, we have a bunch of museums and sites to see. In the summer, we have a ton of music festivals and activities.

During the fall, you can walk around

Mount-Royal and watch the leaves change colour. To make sure our readers don't miss out on the numerous events that go on around the city, we will be releasing monthly issues that cover everything you need to know about Montreal.

To ensure that you'll make the most of your trip to Montreal, our trusty team of writers are here to make it a memorable one.

- Stacy is our writer and photographer who details monthly music events whilst interviewing growing musicians.
- Jonathan is our athletic production director. He will cover all things sports, including Montreal's, Habs.
- Timothy is our art director with an eye for food, and seeks the best and most authentic Montreal eats.

- Sean is our Copy Editor writes about events going on throughout the year.
- I'm Kelsey, the editor in chief of STAD Magazine. I cover attractions and experiences throughout the city.

The STAD approach to our magazine is to talk about Montreal and what our city has to offer without the look and feel of a cheesy travel magazine. We want to grab people's attention by creating a travel magazine that's minimalist, modern and abstract so that when people see it, they pick it up. STAD will be the perfect Montrealer's 'coffee table' magazine!

STAD came to be by us thinking about the most iconic attraction in Montreal, which happened to be the Olympic Stadium. Since we had to think of a name that would work well in both English and French, we

took the idea of the Olympic Stadium and switched it to French, got Stade Olympique, and shortened it to STAD. As we embark on a new journey together, we hope that this magazine brings you one step closer to visiting Montreal and having a great experience!

Welcome to the STAD Family et bienvenue à Montreal!

Kelsey Zarate-Chin
Editor-in-Chief of STAD magazine





STAD is aimed towards a traveling clientele. The magazine hopes to inform newcomers, visitors and locals looking to explore their city about the food, attractions, culture and events that can be found in Montreal.

Clientele range in age and social class, however our design is targeted towards people eighteen to forty who are adventurous, daring and eager to explore. The magazine is written in English and incorporates something for everyone. We hope to promote the cultural diversity present in Montreal and the wide variety of things to do in our great city.

STAD is built around one goal. Affordable and unique. The aim of STAD is to break barriers and to seek new ground. The magazine stands out by making the publication 'coffee table' worthy. We hope to achieve a balance that makes readers view our magazine as a centerpiece in their homes.

Many magazines and publications in the tourism sector are going digital. This is a smart move that STAD takes great pride in following, however it still offers a physical copy making the magazine, in a way, a collectible – 'coffee table' worthy!



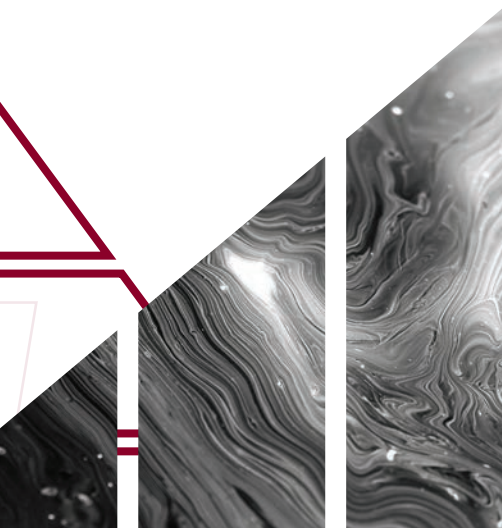
COMPETITIVE ADVANTGE

CIRCULATION STRATEGY/ ANALYSIS

Following a balanced print and online distribution strategy, STAD offers a wide variety of outlets for consumption. The print version will be available monthly by mail, at newsstands, corner stores and in hotels. Locations and restaurants featured in the

magazine will also be offered copies of the magazine for resale at their various locations. STAD online will be available on its website: stadmag.com. In conjunction with monthly issues, articles and fun snippets will be posted on the STAD Instagram page.

STAD is a visual and easy to read styled magazine. For this reason, it only holds one social media account, on Instagram. Readers can also use #STADmtl to share their favourite Montreal locations with others and possibly be featured in a feature section in an upcoming issue!












PRICE/COST ANALYSIS FOR YEARLY SUBSCRIPTION & SINGLE ISSUE

Aimed at both tourists and locals, the pricing for STAD magazine is reasonable. At \$10.50 per issue, it makes it an easy grab-and-go magazine for tourists. Locals can opt for the yearly subscription, available through stadmag.com, at \$120 for all twelve issues, covering our print costs.

Released on the first of each month with new articles.

Print cost: 9.50\$ / issue (24 pages)
\$120 for a year (12 issues)
\$10.50 per issue

ADVERTISING RATES

					(CAD)
1/8" MARGIN	SPREAD		300 PPI CMYK IMAGES .125 IN BLEED		\$6,250
		17" x 11"	* SEND PDFS TO ADS@STADMAG.COM		
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