

covet

MEDIA KIT 2016



covet

from the publishers

Winner of the Magazine of the Year and People's Choice awards at the Manitoba Magazine Publisher's Awards, *Covet* is a lifestyle magazine that speaks directly to people living in Manitoba.

Let's face it, everybody is renovating, from simple do it yourself projects to luxurious compounds. Everyone, from boomers to young affluent families, is expected to address some aspect of their space – whether that be indoors or out – each year. At *Covet* our goal is to make inspired design and renovation services accessible to people living in Manitoba. We highlight extraordinary interiors, innovative bloggers, and the latest market finds. Our readers compose their shopping and decorating lists from products and services featured on these pages – services that are available here in Manitoba, as opposed to Toronto or Vancouver. They will experience articles filled with authentic modern design culture from people living in their community.

Covet will reach the mailboxes of 20,000 Winnipeg homeowners with an average income of \$92,849 – the highest disposable income earners living in and around Winnipeg. *Covet* also offers a digital version of our magazine that is delivered to the inboxes of 15,000 computer savvy locals who love to shop online. This version is compatible with tablets, hand-held devices as well as pcs, and includes product links directly to advertisers' websites. Additionally, our publication distributes 750 copies per issue at McNally Robinson bookstore. *Covet* Magazine publishes 4 times annually.

Our readers rank high on propensity to purchase and have a willingness to spend. *Covet* is a resource that adds authority to your marketing strategy. It educates customers about products and services that you offer, and that are available right here in Manitoba. It helps you expand into a new market. Ultimately it creates a desire to buy locally.

Lisa Kasdorf

lisalkasdorf@gmail.com

2016 EDITORIAL CALENDAR

MARCH/APRIL

Indoors and Out

Booking deadline:
February 15th

Spring is about to bloom... preparing indoor and outdoor spaces for the season.

Curb appeal, lightening up the decor, and juicy spring colours.

Stylish ideas and beautiful spaces.

JUNE/JULY

Summer Living

Booking deadline:
April 1st

Summer time, and the living is easy... both at home and at the cottage.

Livable and lovable decor and garden.

Wonderful ways to enjoy the best in summer decor.

SEPTEMBER/OCTOBER

Fall Decorating

Booking deadline:
August 1st

Harvest time means abundance and plenty... layer upon layer of autumnal decor abounds.

Textiles and accessories become cozy and warm. Halloween and Thanksgiving inspired pieces.

Ideas for warming up the home and preparing for colder weather.

NOVEMBER/DECEMBER

Best Wishes

Booking deadline:
October 1st

Baby it's cold outside... hot ideas for holiday decor and trimming.

Gift ideas.

Entertaining and illuminating.

Decking the halls and letting the festivities begin.

IN EVERY ISSUE

ABODE local renos or makeovers from concept to completion

PROFILES a local designer profiled

STYLE DEFINED a period or style of design explained

OUT AND ABOUT shops and businesses around Manitoba

DESIGN DILEMMA reader mail answered with design advice and plan given

COVET TALKS catching up with industry experts

WE LOVE items we love, available locally

CHOW recipes, how-tos, local fare

DIG garden and yard

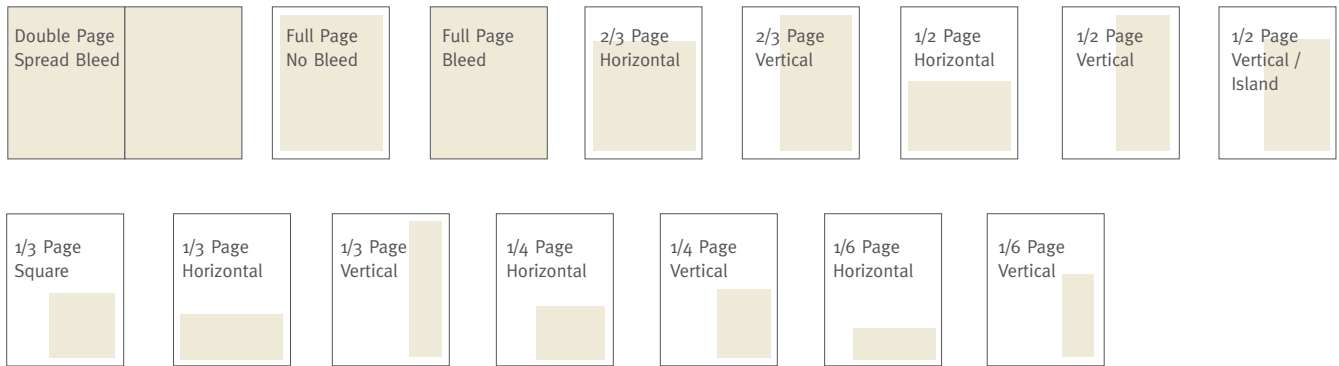
COLLECTIONS great collectibles and who collects them

CRAFTY a step by step project

WHERE TO FIND IT a shopping index

Magazine Ad Sizes:

Size	Inches	Picas	Size	Inches	Picas
Double Page Spread Bleed	17" x 11.125"	102p x 66p9	1/3 Page Square	4.583" x 4.583"	27p6 x 27p6
Full Page No Bleed	7" x 9.5"	42p x 57p	1/3 Page Horizontal	7" x 3"	42p x 18p
Full Page Bleed	8.625" x 11.125"	51p9 x 66p9	1/3 Page Vertical	2.21" x 9.5"	13p3 x 57p
2/3 Page Horizontal	7" x 6.333"	42p x 38p	1/4 Page Horizontal	4.556" x 3.416"	27p4 x 20p6
2/3 Page Vertical	4.639" x 9.5"	27p10 x 57p	1/4 Page Vertical	3.416" x 4.556"	20p6 x 27p4
1/2 Page Horizontal	7" x 4.556"	42p x 27p4	1/6 Page Horizontal	4.556" x 2.21"	27p4 x 13p3
1/2 Page Vertical	3.416" x 9.5"	20p6 x 57p	1/6 Page Vertical	2.21" x 4.556"	13p3 x 27p4
1/2 Page Vertical Island	4.583" x 7"	27p6 x 42p			



RATE CARD

FULL-COLOUR RATES PER ISSUE	1X	2X	3X	4X
Centre Page Spread	\$3200.00	\$2950.00	\$2850.00	\$2800.00
Outside Back Cover	\$3200.00	\$2900.00	\$2800.00	\$2700.00
Inside Front or Inside Back Covers	\$2900.00	\$2750.00	\$250.00	\$2400.00
Full Page	\$2175.00	\$2075.00	\$1985.00	\$1850.00
2/3 Page	\$1500.00	\$1400.00	\$1275.00	\$1100.00
1/2 Page Island	\$1300.00	\$1150.00	\$1000.00	\$925.00
1/2 Page	\$1275.00	\$1075.00	\$985.00	\$825.00
1/3 Page	\$1175.00	\$975.00	\$775.00	\$650.00
1/4 Page	\$970.00	\$855.00	\$725.00	\$600.00

