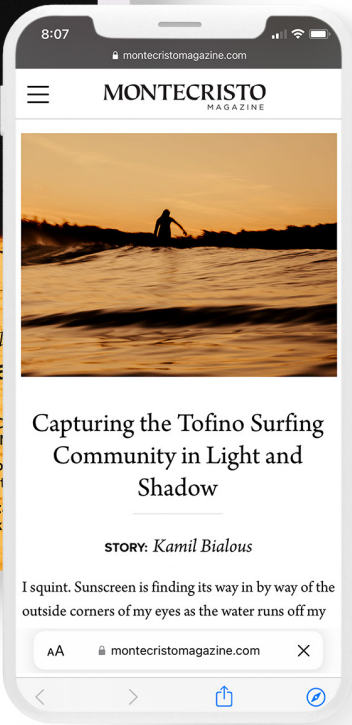
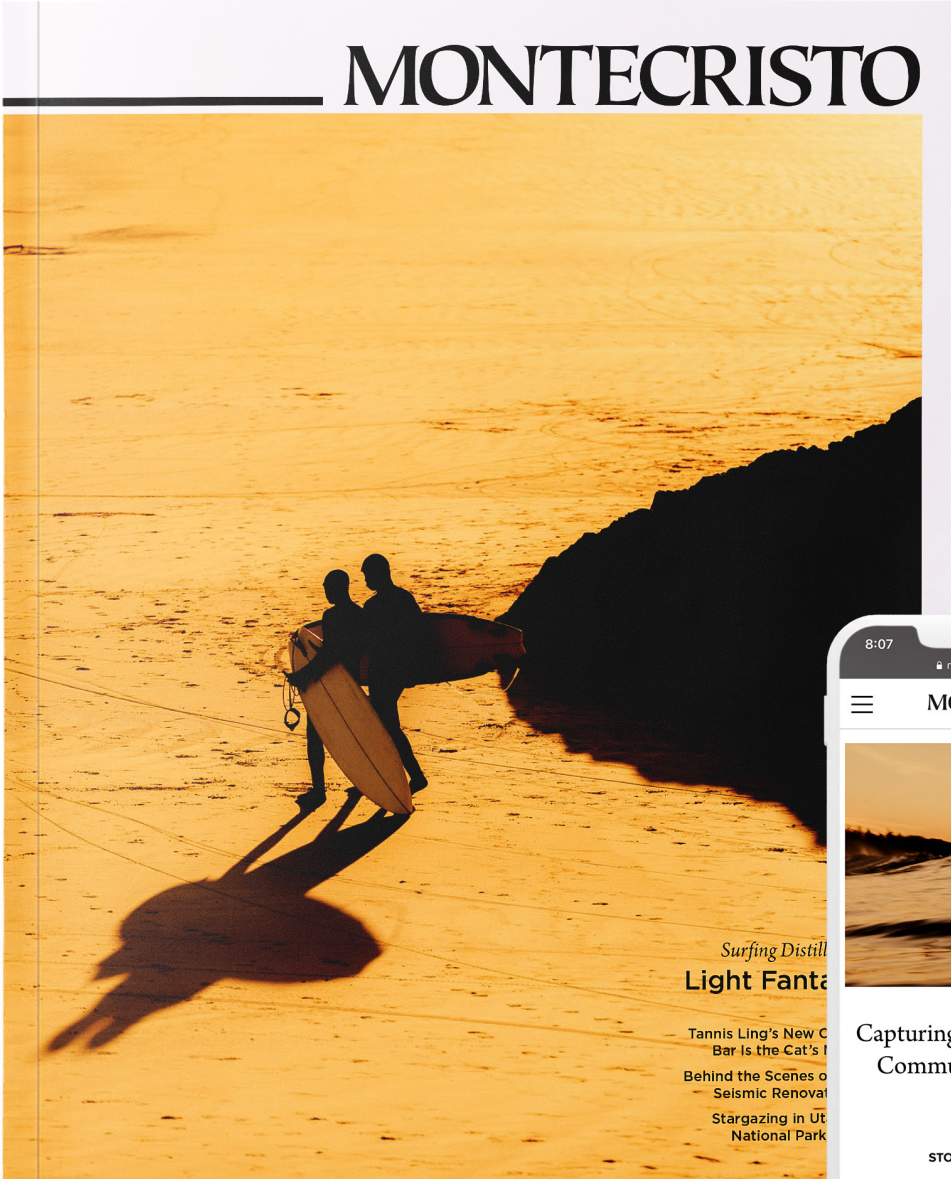




Vancouver's Cultural Conversation

Celebrating 15 Years
of Storytelling.



MONTECRISTO Magazine Profile

Founded in 2008, MONTECRISTO presents influential personalities behind the culture and creations of Vancouver, focusing on design, travel, food, wine, business, fashion, beauty, books, and philanthropy.

Audience

1,132,800

Total Quarterly Audience
(505,800 Print; 497,000 Impressions)

\$219,813

Household Income
(50% Earn \$200,000+)

74%

University Graduates;
33% Have a Postgraduate Degree

18-54

Age Range of 63% of Our Readers

52% / 48%

Male Female

Ethnic Origins

Canadian
Asian/Chinese
European
British/UK
South Asian

Reach Vancouver's Discerning

97%

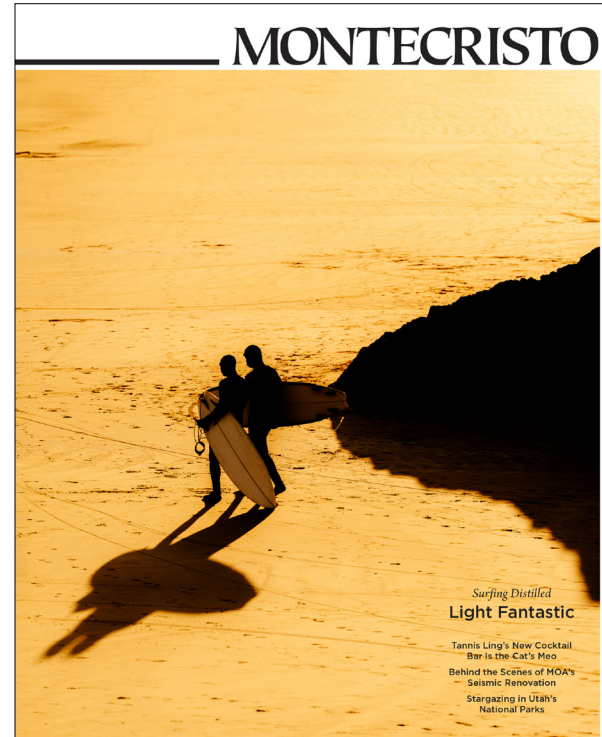
Polybagged and Mailed
to Affluent Households
via VIP Client Lists,
and Canada Post
Neighbourhood Mail

3%

Displayed in Prestige
Hotels, Private
Clubs and Jets, and
Select Stockists

Distribution by City

Vancouver 75%
North Shore 12%
Richmond 6%
Burnaby 4%
Other Areas 3%



Demographic
Audit



Circulation
Audit



Website
Analytics



Environmental Certifications

Vancouver's internationally inspired online space

Founded in 2008, MONTECRISTO presents influential personalities behind the culture and creations of Vancouver, focusing on design, travel, food, wine, business, art, fashion, beauty, books, culture and philanthropy.

627,000

Online Quarterly Audience

Online Demographics

\$126,376

Household Income
(52% earn \$100,000+)

54.7% / 45.3%

Male/Female

43

Average Age of
montecristomagazine.com
Reader

63%

Own Their
Main Residence

92%

Purchase Online

Ethnic Origins

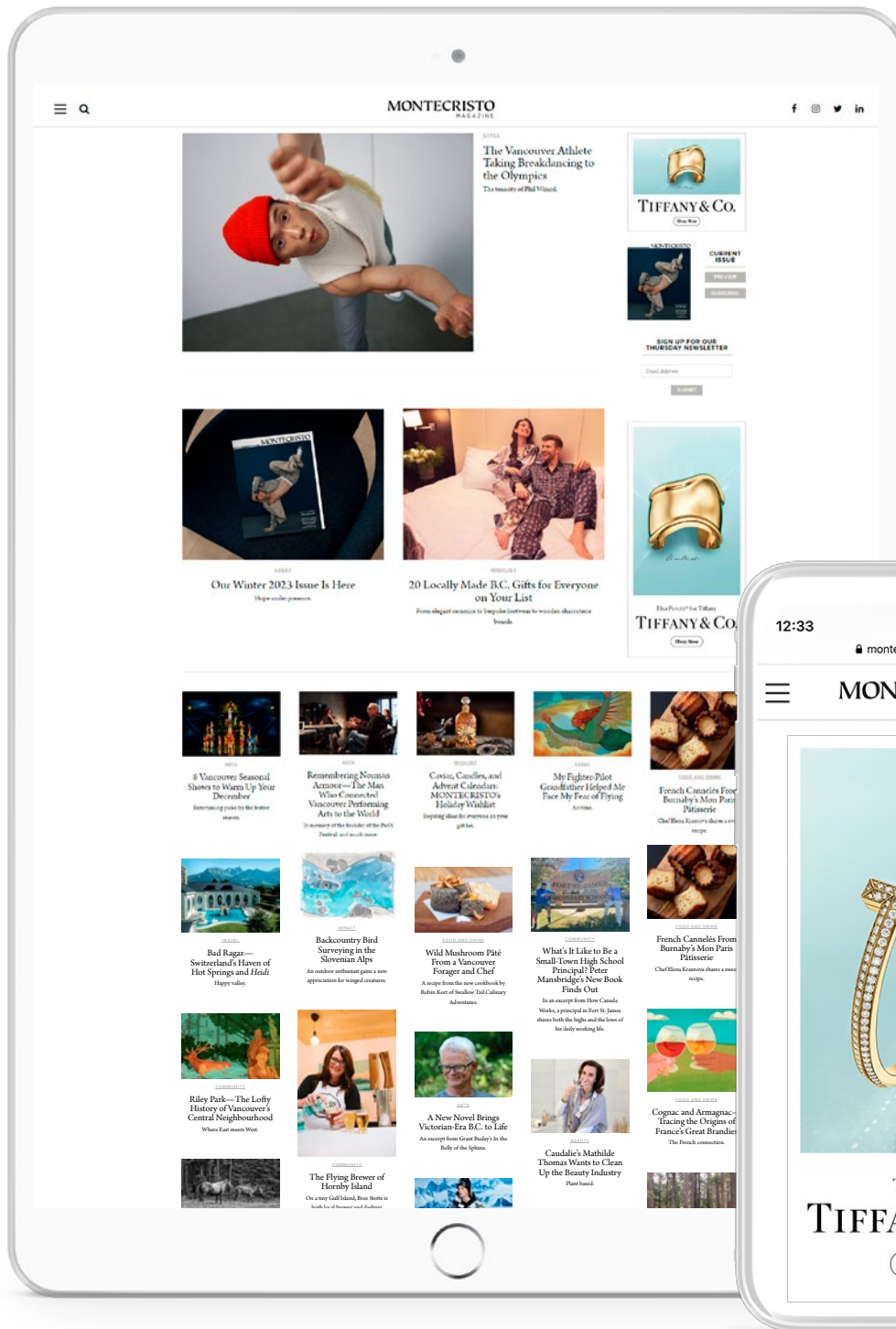
Canadian
Asian/Chinese
European
British/UK

Occupational Levels

Self-employed
Professionals
Senior/Middle Managers
Owner/Operator
Executive Manager/Partner
VP/Director

Top Canadian Provinces

British Columbia 70%
Ontario 16%
Quebec 6%
Alberta 5%
Other Canada 3%



Hospitality hot spot designer Zébulon Perron
from the story "Space Man"



MONTECRISTO Reader

1,132,800

Total Quarterly Audience
(505,800 Print; 627,000 Impressions)

\$219,813

Household Income
(50% Earn \$200,000+)

74%

University Graduates;
33% Have a Postgraduate Degree

52% / 48%

Male Female

18-54

Age Range of 63% of Our Audience

73%

Own Their Main Residence

149.4

Minutes Spent by MONTECRISTO
Audience Reading Their Copy

87%

Read Their
Issue at Home

Ethnic Origins

Canadian
Asian/Chinese
European
British/UK
South Asian

Occupational Levels

Professionals
(Architects/Lawyers/Doctors)
Owners/Operators
Self-employed
Retirees
Senior/Middle Managers
Presidents/C-Suite/Sales

MONTECRISTO Editorial Lineup

/ Summer 2024

Business	Chinatown restaurateur Tannis Ling
Travel	The coral houses of old Dubai; Visiting the Isle of Jura and its famous distillery.
Style	Original fashion shoot showcasing the latest offerings of the season.
Design	Zebulon Perron's influence on Montreal.
Arts	Vancouver's OURO Collective turns 10; A first look at the renovated Museum of Anthropology.
Food & Drink	Visitors to London's Mayfair can now drink rare fine wines in a new collaboration with the UK's venerable Wine Society.
Transportation	The new wave of luxury vehicles from Korea, including Genesis NeoLun, Hyundai Santa Fe and Ioniq, and Kia EV 6 and Kia EV 9.
Community	Various aspects of our regional and international culture.
Beauty	Bringing bronzer into your summer makeup bag.



Ad Space Closing	Creative Due	Release Date
May 7	May 14	June 11

Editorial: fmorrow@montecristomagazine.com. Calendar subject to change.

MONTECRISTO Advertising Rates & Schedule

Rates Per Insertion

Full Page

Insertion rate for three or more issues	\$7,950
Insertion rate for one or two issues	\$8,950

Double-Page Spread

Double-Page Spread After Page 25	\$14,950
Double-Page Spread From Pages 11-25	\$15,950
Double-Page Spread Within First 10 Pages	\$16,950

Premium Positions in the First 35 Pages

Opposite Publisher’s Letter	\$10,950
Opposite the First Table of Contents	\$9,950
Opposite the Second Table of Contents	\$9,950
Opposite Editor’s Letter.....	\$9,950
Opposite Masthead	\$9,950
Opposite Contributors Page.....	\$9,950
Inside Back Cover.....	\$12,950
Outside Back Cover.....	\$17,950
Inside Front Cover + Page One (DPS).....	\$19,950

Note: All advertising rates listed are in Canadian funds. Quotes (for special insertions) available upon request. Premium position page numbers listed are estimates and actual pagination may differ slightly.

Publishing Schedule

Quarter	Release Date	Ad Space Closing	Creative Due
Autumn 2024	September 10	August 6	August 8
Winter 2024	December 3	November 5	November 8
Spring 2025	March 18	February 4	February 7
Summer 2025	June 17	May 15	May 20



MONTECRISTO Technical Specifications

Publishing Schedule

Issue	Creative Due
Autumn 2024	August 8
Winter 2024	November 8
Spring 2025	February 7
Summer 2025	May 20

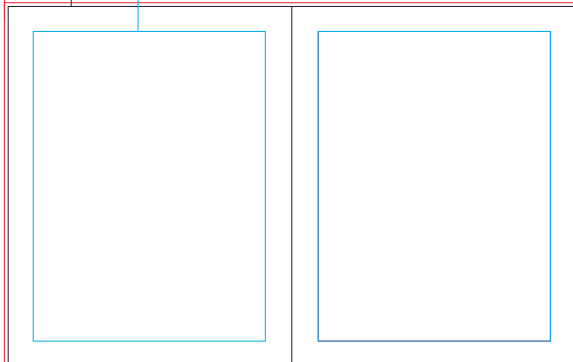
Bleed

9.75" x 11.75" (Full Page/Outside Back Cover)
 19.25" x 11.75" (Double-Page Spread)
 18.75" x 11.75" (Inside Front Cover & Page One)
 9.5" x 11.75" (Inside Back Cover)

Trim

9.5" x 11.5" (Full Page/Outside Back Cover)
 19" x 11.5" (Double-Page Spread)
 18.5" x 11.5" (Inside Front Cover & Page One)
 9.25" x 11.5" (Inside Back Cover)

Live Area
 8.5" x 11"



Technical Specifications

MONTECRISTO is produced in a four-colour process. All material must indicate 9.5" x 11.5" trim area. MONTECRISTO is a perfect-bound publication with 3/8" bindery margin. To maintain the integrity and the ultimate in colour quality, advertisers are requested to provide the following:

- * All ads must be supplied as **high-resolution PDFs including bleed and crop marks** for placement reference; image compression must be turned off and all fonts must be included. Image resolution must be at least 300 dpi at final size.
 - * Specify all colours as process CMYK (**Coated GRACoL 2006 ISO12647-2: 2004**). RGB, LAB, or spot colours are not allowed.
 - * **Rich Black: C50% M40% Y40% K100%**. When designing with large areas of black, such as solid black backgrounds or large black type, it is often desirable to use a CMY boost under the black. Type smaller than 18 pt and rules that are thinner than 3 pt should NOT be rich black.
 - * Kindly avoid using small reverse type and thin lines in four-colour process. If this is not possible, please observe the following:
 - Minimum type size, positive copy 4 pt
 - Minimum type size, reverse copy 6 pt
 - Minimum line weight, positive copy 0.15 pt
 - Minimum line weight, reverse copy 0.4 pt
 - * The North American standard for proof calibration is **GRACoL2006 or GRACoL2013**. Acceptable proofs include: calibrated Inkjet proofs with process control identification printed on GRACoL-certified media or digitally printed proofs with process control identification on uncoated stock. Uncalibrated proofs (such as colour laser proofs) and tear sheets from printed magazines are NOT acceptable.
- Press proofing by advertisers at time of printing is not available.**

Creative Delivery

By Mail

MONTECRISTO Magazine
 Alessandra Bordon / Vanessa Ferronato
 3055 Kingsway
 Vancouver, BC, V5R 5J8, Canada
 Phone: 604.321.7121 ext. 226
 E-mail:
 abordon@montecristomagazine.com and
 vferronato@montecristomagazine.com

By WeTransfer

Visit wetransfer.com to send creative files to abordon@montecristomagazine.com and vferronato@montecristomagazine.com

Ensure all files are compressed prior to upload.

Full-Page Ads & Outside Back Cover

Trim	9.5" x 11.5"
Bleed	9.75" x 11.75"
Live	8.5" x 11"

Note: All critical image and copy must be within the live area to accommodate the bindery margin.

Double-Page Spread (DPS)

Trim	19" x 11.5"
Bleed	19.25" x 11.75"
Live	17" x 11"

It is recommended that all critical material be at least 0.375" from centreline.

Note: For best results, avoid placing text or critical elements of an image across the spine. To minimize the spine pinch, you must split spreads into single pages and push the content of each side away from the spine. Another option is nudging images out by 0.06" – 0.07" in either direction.

Inside Front Cover & Page One

Trim	18.5" x 11.5"
Bleed	18.75" x 11.75"
Live	17" x 11"

Inside Back Cover

Trim	9.25" x 11.5"
Bleed	9.5" x 11.75"
Live	8.5" x 11"

Kindly Note

In all cases, materials should be tagged on the bottom portion of each advertisement with the following:

Advertiser: Tiffany & Co.
Ad Title: "T1 Collection"
Ad Size: Full Page: 9.5" x 11.5"
Date: Autumn 2024