

# 2018 MEDIA KIT

January-June



*Helping Your Business is Our Business!*

Book January & July Issues NOW for Special Rates\*

# 2018 Editorial Lineup & Show Coverage

January-June

## DEADLINES

**Ad Booking - November 22**

**Ad Material - December 15**

## Special Features

The Growing Demand for Canadian Brands

Eco-Friendly Apparel

Outerwear (F/W 2018)

Designing a New Retail Experience

## Regular Features

Industry News

Accessories S/S 18

Runway Reports

The Trends Report

Show Calendar

## Show Coverage

Mode Accessories

Metro Vancouver

Trends Apparel

Profile

WWIN

*\*Features, dates or shows may change.*

trends makes it happen !

# Advertising Rates

Full Colour	1x	2x
Full Page	4400	3995
1/2 Page	2900	2500
1/3 Page	2000	1700
1/4 Page	1250	1100
Double Page Spread	7500	7000
Covers		
Outside Back Cover	5500	5000
Inside Front Cover	5500	5000
Inside Back Cover	5200	4900

# Ad Specs

300 DPI - Image resolution required for print  
 AD SIZE - 100% final size & dimensions  
 CMYK - The preferred colour format

An *extra fee* of \$50/hr may apply to adjust files to meet these guidelines.

Trends will provide a PDF proof upon request.

\*Note: Trends is not responsible for accuracy or colour unless the above conditions are met.

[Upload Artwork](#)

# Ad Sizes

	inches		millimetres	
	Width	Height	Width	Height
Double Page Spread	17.00	9.375	432	238
Double Page (bleed)	18.25	11.125	464	283
Full Page (non-bleed)	8.5	10.375	208	254
Full Page (bleed)	9.25	11.125	235	283
1/2 Page Horizontal	8.0	4.75	203	121
1/2 Page Vertical	3.9	9.375	99	238
1/3 Page Vertical	3.0	9.375	76	238
1/3 Page Square	4.815	4.815	122	122
1/4 Page Vertical	3.9	4.815	99	122
Column Size	1.86	9.25	47	235
Magazine Trim Size	9 x 10.875		229 x 276	
Margins top & Sides	0.5		13	
Margin Bottom	.625		16	
Gutters (3 column)	0.167		4	

