

2017 MEDIA KIT

July-December



7700
copies in
circulation

**Canada's Only Business To Business Fashion Magazine
Serving The Canadian Apparel Industry**

Editorial Lineup & Show Coverage

2017
July Issue

DEADLINES

Ad Booking - May 30

Ad Material - June 30

Special Features

Canada 150 Retrospective

Performance Wear

Intimate News

Designer Celebration

Retail Celebration

Regular Features

Industry News

Accessories

Runway Review

The Trends Report

Show Calendar

Show Coverage

Vancouver Fashion Week

Mode Accessories

The Profile Show

The Metro Show

Trends Apparel Show

**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.

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| | 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) | 8.175 | 10 | 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 | |

