

**FULL PAGE AD W 8 in X H 10.5 in**

**1/2 COLUMN AD  
W 2.2 in X H 4.6 in**

**1/4 PAGE AD  
W 3.4 in X H 4.6 in**

**1/2 PAGE AD W  
W 7 in X H 4.6 in**

**FULL COLUMN AD  
W 2.2 in X H 9.5 in**

**W 3.4 in X H 9.5 in**

**AD SPECIFICATIONS:**

Ad submitted should be of 300 dpi resolution on full size in one of the following formats:

- Adobe illustrator (.ai)
- Adobe photoshop (.psd)
- Adobe Indesign (.indd)
- Adobe Acrobat (.pdf)

**BLEED OF 0.375 IS REQUIRED FOR:**

- Spread Page
- Full page
- Inside Front Cover / Inside Back Cover

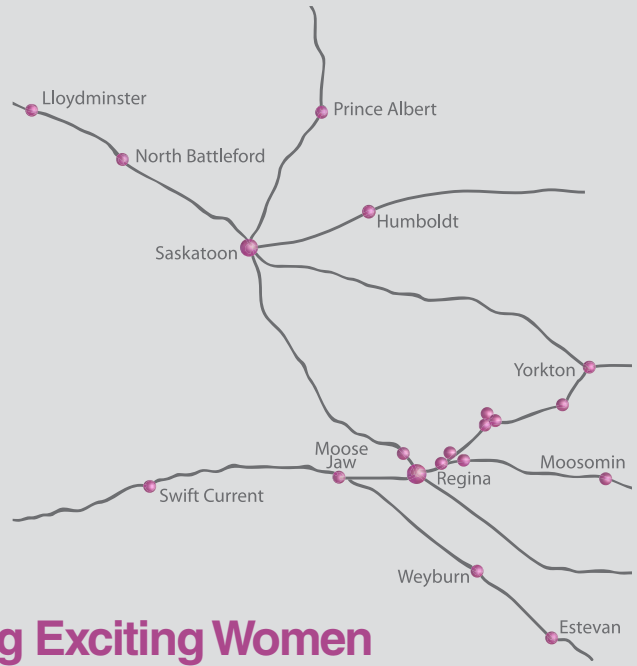
PAGE SIZE	1 to 3 ISSUES	4 to 7 ISSUES	8 to 12 ISSUES
Front Cover (+3 pages inside)	\$ 4000 per issue	N/A	N/A
Page 3 - 4 - 5	\$ 1595 per issue	\$ 1490 per issue	\$ 1395 per issue
Full Page	\$ 1350 per issue	\$ 1260 per issue	\$ 1195 per issue
Half Page	\$ 695 per issue	\$ 670 per issue	\$ 650 per issue
Quarter Page	\$ 450 per issue	\$ 415 per issue	\$ 395 per issue
Full Column	\$ 495 per issue	\$ 460 per issue	\$ 415 per issue
Half Column	\$ 395 per issue	\$ 360 per issue	\$ 310 per issue
Inside Front Cover	\$ 1700 per issue	\$ 1595 per issue	\$ 1510 per issue
Inside Back Cover	\$ 1700 per issue	\$ 1595 per issue	\$ 1510 per issue
Back Cover	\$ 2000 per issue	\$ 1875 per issue	\$ 1810 per issue
Advertorial (2 pages)	\$ 2600 per issue	N/A	N/A
Centre Spread	\$ 2300 per issue	\$ 2100 per issue	\$ 1900 per issue

**Why Pink?** Advertising in a women's magazine allows you to be invited into their homes, work place, and leisure time. Women connect emotionally to regular columns.



**Press Ready Ad Deadlines**

January 25, 2018	July 26, 2018
February 22, 2018	August 29, 2018
March 28, 2018	September 29, 2018
April 26, 2018	October 25, 2018
May 24, 2018	November 29, 2018
June 27, 2018	December 28, 2018



**OVER 100,000+**  
Readers MONTHLY in Print and Online!

**Four Regular Features Spotlighting Exciting Women**

Cover Story | A Day in the Life of | 10 Questions with | Everyday Hero

**Also in each issue:**

In The Spotlight | Recipes | Fashion | Beauty | Travel | Health & Wellness  
Book Club | Events in Saskatchewan | Interior Design

**New Columns:**

Hair | Moms & Munchkins | & Much More



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