



style
ADVISOR

Canada's essential guide to inspired living

Media Kit 2025

Inside the art of style

“The luxury world is recalibrating to better balance building strong connections with core customers and cultivating new audiences. Style Advisor’s experienced team of lifestyle journalists and creative contributors is uniquely positioned to report on this shift in an insightful and visually ambitious way. We tell stories that inspire our audience to seek out the best of style.”



ANDREW SARDONE,
EDITORIAL DIRECTOR

We don’t just report on Canadian culture, we help shape it.

Readership
(Globe Mon-Fri Subscribers)
230,000

Circulation
59,458

Average HHI
\$115,100
36% higher than average Canadians

57%
more likely to have HHI of \$200K+



Photograph by: Garrett Naccarato



Photograph by: Mark Binks

See more
Globe Style



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tgam.ca/styleadvisor



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[@globestyle](https://www.instagram.com/globestyle)

Source: Vividata SCC Spring 2024, National, A18+. Globe Mon-Fri print readers who obtained the last issue via paid subscription (household). Circulation: Globe Internal data based on average issue print circulation.

Cover photography: Carlyle Routh, Christie Vuong, Arash Moallemi, Michael Kai Young, Saty+Pratha, Nelson Huang, Mark Binks, Ted Belton, Gillian Mapp





Photograph by: Ness DeVoss



Photograph by: Kingy Hsu



Photograph by: Mark Binks

Style Advisor readers value luxury, quality and life-enriching experiences

Our readers are

(Globe Mon-Fri Subscribers)

3X
more likely to own premium vehicles

2.3X
more likely to take cruise vacations*

97%
more likely to enjoy being extravagant

30%
more likely to enjoy entertaining at home

29%
more likely to attend live theatre/ballet/opera (past 12 months)

74%
more likely to live a lifestyle that impresses others

They spend

18%
more on make-up/cosmetics**

11%
more on travel (last international trip)

21%
more on vehicles (most recently purchased in HH)

32%
more on home improvements

Source: Vividata SCC Spring 2024, National, A18+. Globe Mon-Fri print readers who obtained the last issue via paid subscription (household) *past 3 years. **past 30 days.

In every issue



Photograph by: Ness DeVos

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Omnibus

Opening each issue, we explore what's new and noteworthy, with profiles on inspiring designers and the season's trends, from beauty essentials to home décor, and everything stylish in between.



Essentials

Essentials presents our 360-degree perspective on what's new in the market, with dedicated pages that curate the must-haves in: *Fashion, Art, Wine and Spirits, Fragrance, Beauty, Design, Watches, Travel*



Fashion Feature

A visually-driven multi-page deep dive into the best designer looks of the seasons.



Themed Features

Tied to the theme of the issue, our top contributors report on innovative moments changing the ways we live with style.

Online

Style Advisor's enhanced digital destination seamlessly complements our four annual print editions, with expanded storytelling covering the finest in fashion, beauty, travel, gastronomy, and the art of living well.

More than just a digital counterpart, this space is the nexus for additional content, monthly style guides that showcase the essence of each season and compelling narratives that beckon readers to explore new realms of style, technology, art, and culture.



Editorial calendar 2025

Production specifications and advertising FTP:

[VIEW SPECS →](#)

**Editorial lineup subject to change.*

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March
The Travel in Style Issue

Style Advisor's annual travel issue focuses on the value of investing in a longer journey. We do this through the lens of fashion, watches, wine and all the other style-centric reasons to visit the world's top luxury destinations – and share lots of inspiration for what to pack for your journey, too.

SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE
Monday, October 28, 2024

BOOKING DEADLINE
Thursday, February 6, 2025

MATERIAL DEADLINE
Wednesday, February 12, 2025

PUBLICATION DATE
Friday, March 14, 2025



May
The Summer Style Guide

The joy of experiencing style in the sun is the focus of Style Advisor's summer guide to warm-weather fashion, outdoor décor, luxury skincare and everything else you need embrace the season.

SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE
Monday, December 16, 2025

BOOKING DEADLINE
Thursday, April 3, 2025

MATERIAL DEADLINE
Wednesday, April 9, 2025

PUBLICATION DATE
Friday, May 9, 2025



September
The Fall Fashion & Beauty Issue

As clothing and accessory trends continue to head in a more refined and grown-up direction, our annual deep dive into fashion and beauty captures fall's key pieces, from pinstripe suits to must-have makeup.

SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE
Monday, May 12, 2025

BOOKING DEADLINE
Thursday, August 14, 2025

MATERIAL DEADLINE
Wednesday, August 20, 2025

PUBLICATION DATE
Friday, September 19, 2025



November
The Holiday Gifting & Entertaining Issue

Our curated selection of giftable finds spans Style Advisor's luxury pillars—fashion, beauty, fragrance, timepieces, design, art, travel, wine, and spirits—helping our audience create an inspired holiday gift list.

SPECIAL EXECUTIONS & INSERT BOOKING DEADLINE
Monday, July 14, 2025

BOOKING DEADLINE
Thursday, October 16, 2025

MATERIAL DEADLINE
Wednesday, October 22 2025

PUBLICATION DATE
Friday, November 21, 2025

Perfectly positioned

Make an impact with our oversized format or contextual adjacencies.



Upfront Faux-DPS

Premium positioning after the cover, limited to 3 advertisers.



Contextual Alignment

Positioning next to relevant editorial in our Essentials shopping pages.



Centrespread

Outside-the-box

Go beyond premium positioning to create interactive impactful print experiences with high-impact formats.



Scent Strips & Sampling

Let readers experience your product with a scent-strip or tipped-on sample.



Gatefold

Impress with visual formats that extend your creative into a multi-page spread.



Content is king

Create tailored content with your brand as the main focus, either as exclusive sponsor or with customized sponsor content.

Style Preview Sponsorship

Created at client request, Style Previews are stunning 12-page glossy sections in our Saturday newspaper, delivered across Canada.

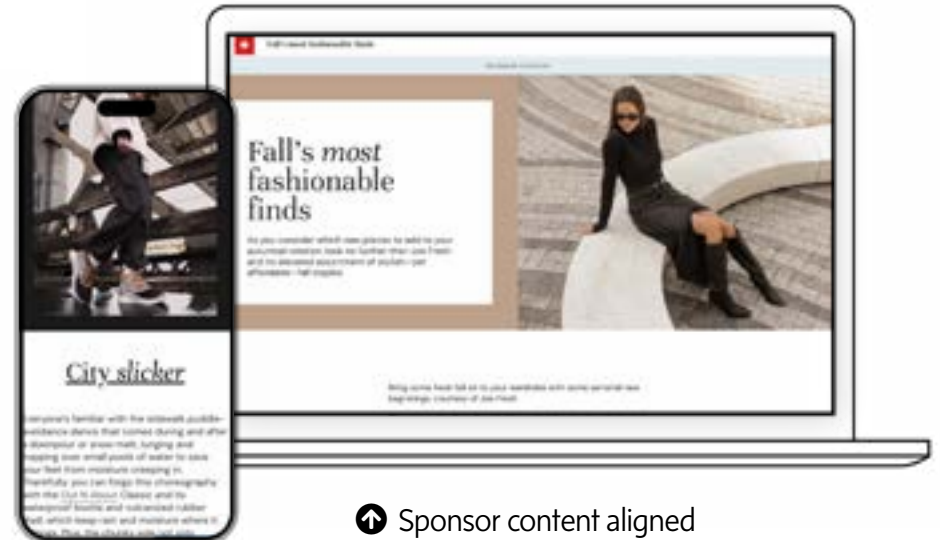
Running between our magazine issues, Style Previews inspire audiences to get ready for the season ahead with more of the bold, ambitious features and spectacular imagery our readers love.



globe content studio

Sponsor Content

Partner with Globe Content Studio, a division of The Globe and Mail, to develop integrated features that underscore your brand message. Position your storytelling alongside relevant editorial content to capture audience attention and showcase the distinctive appeal of your brand and products.



↑ Sponsor content next to brand ad

↕ Sponsor content aligned with relevant editorial



Photograph by: Adam Borman



Photograph by: Lawrence Cortez



Photograph by: Kingy Hsu



Photograph by: Ness DeVoss



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including rates,
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