

magazine

AFFORDABLE LUXURY
preferred



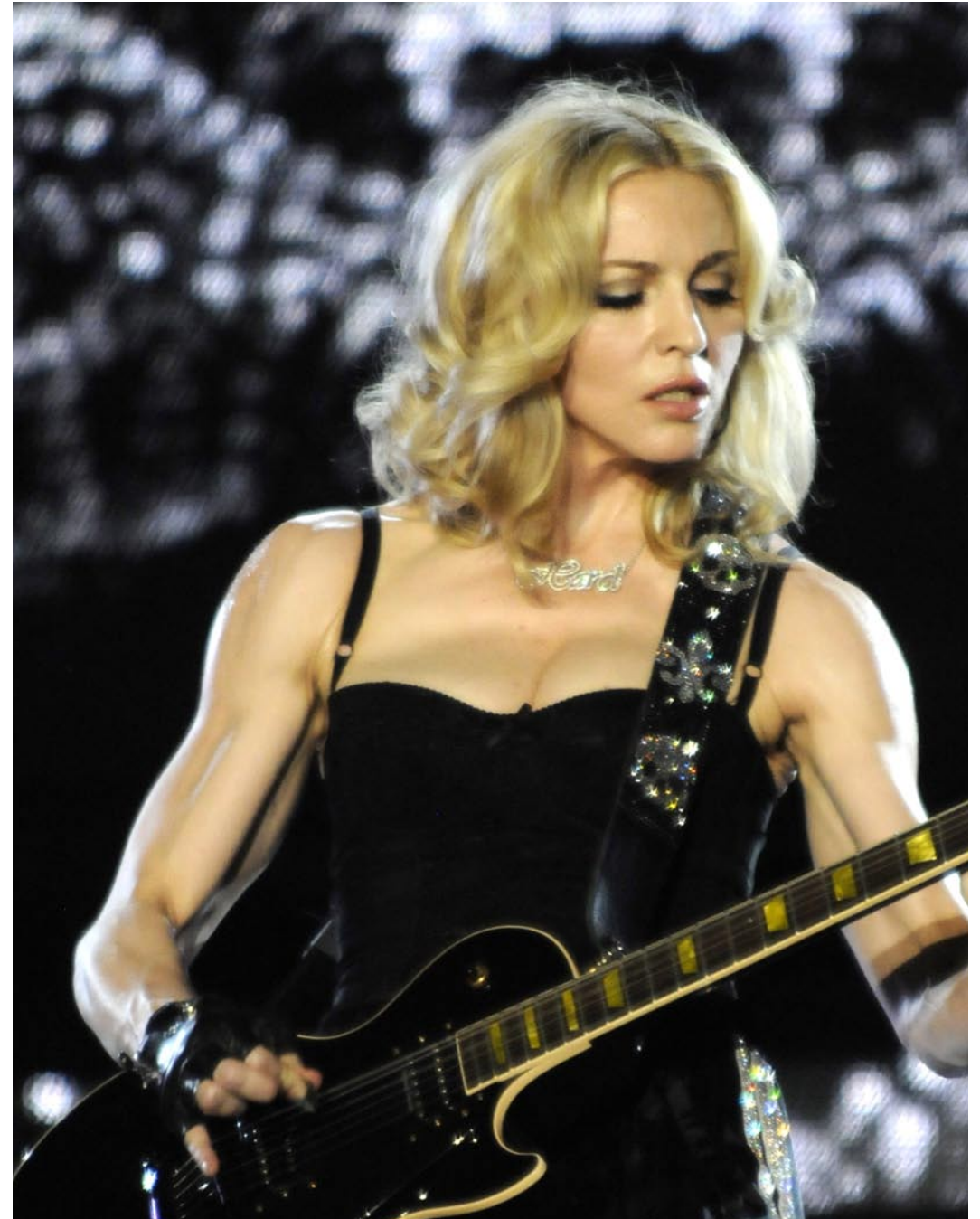
WHO WE ARE

Preferred Magazine covers art and culture, international travel, beauty and lifestyle among affluent men and women in the prime of life. This stunning magazine comes from the team that has brought you Life & Fashion since 1995. Published by CEO Carlo Greco, Life & Fashion featured haute couture and lifestyle among Canada's most fashion-forward professional women. With more than 40 years of collective experience on the editorial team and fifteen years of success behind us, we've rebuilt from ground zero.

Completely redesigned and reconceptualized, Preferred Magazine caters to educated and innovative men and women. It delivers vivid travel features in every issue, revealing profiles of high caliber celebrities, useful health and beauty tips, and much more. Our content represents luxury and ambition for people who seek the best in life. Everything Preferred emanates desire. For what? Glamour, great food, quality products, exotic locales . . . everything our readers want: **lifestyle**.

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TARGET MARKET

Each issue is designed to appeal to men and women in equal degrees. Captivating photo spreads, seamless design and sharp editorial features make each book a high caliber, gender-neutral publication.

Preferred readers across Canada and the U.S. love cosmopolitan life. They travel. They dine on the town. They frequent film festivals, art shows and concerts. They invest.

Concentrated in major cities such as Toronto and New York, Preferred readers are high-energy professionals aged 30 to 50. They are driven and focused. We rely on their discriminating tastes as much as we cater to them. Everything Preferred is sharp and clean. We value their interests; that's what keeps them reading long after others have flipped through our competitors. That understanding will keep your ad in readers' hands.

Preferred readers are forward-thinking professionals. Often self-employed, they make \$100,000 to \$150,000 a year. Regardless of the economic climate, they are the high net worth market.



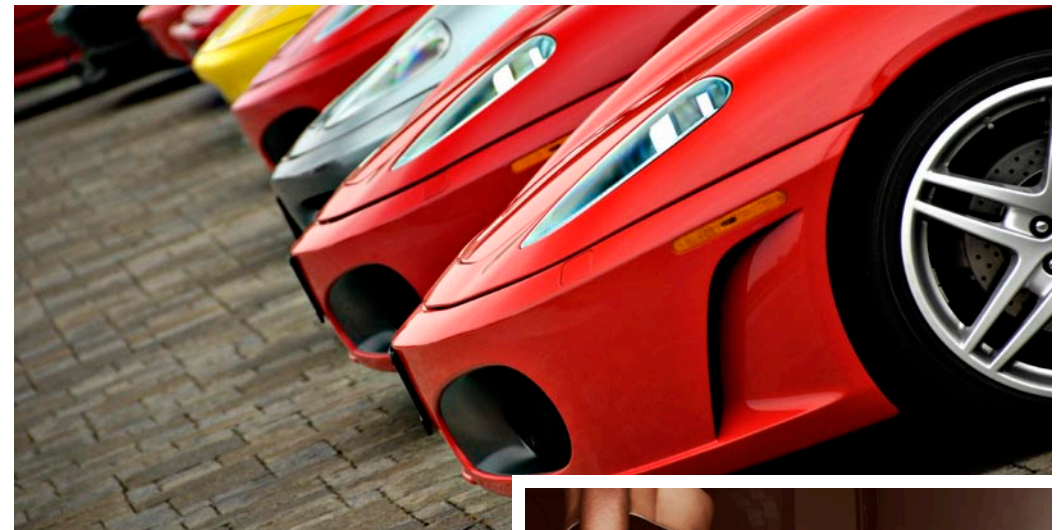
MISSION STATEMENT

Preferred Magazine is a quarterly publication targeting men and women in their prime earning years. On every 80-pound-silk page in our perfect binding, award-winning photography and editorial make us . . . well, *preferred*.

Our images and editorial are polished, striking and vivid. They draw the eyes of cultured readers who value the finer things in life.

WHO WE ADVERTISE

Preferred Magazine represents only the finest products and services. Our readers trust us for our selection, and advertisers benefit from that trust. From beauty product tips to travel spreads to cultural features, Preferred exudes taste with a clear focus on the best life has to offer. We are similarly exclusive about ads. To uphold our sleek design quality, Preferred accepts only half-page, full-page and DPS orders. Please contact us to connect with 250,000 Preferred consumers per issue.



RATES

Full page	\$6,900
Half page (vertical only)	\$3,850
Double page spread	\$11,750

PRIME POSITIONS

Inside front cover	\$7,950
Inside front cover DPS	\$14,500
First right hand page	\$7,500
Inside back cover	\$7,750
Outside back cover	\$9,500

Front Cover & inside features price is available upon request

Audited circulation by Gallardo & Associates Accounting Firm.

PLATFORM
MAC/PC



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WHERE TO FIND

Preferred Magazine is available at the following establishments across Canada. To find the location nearest you, call 1-800-668-7724.

All LOBLAWS stores across Canada

MAJOR MAGAZINE RETAILERS:

- Chapters & Indigo
- Coles & Smith Books
- McNally Robinson
- Presse International
- International News
- Multi Mag
- Book City Archambault
- Smith & Klyne
- Caisse Populaire

SPECIALTY SERVICES:

- Medical & Dental offices, eye care centres, & fitness centres
- Spas, salons & cosmetic clinics
- Independent boutiques
- Selected neighborhood café's
- Service lounges for fine vehicle owners

LUXURY HOTEL SUITES:

- Fairmont Royal York
- Monte Carlo Inns
- Marriot

Available at over 18 Caribbean Islands

Guest packages for charities, galas & receptions

PREFERRED MAGAZINE OFFICES:

- Toronto & New York City

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ART WORK

Preferred Magazine is a large format magazine, 9 in. by 11.75 in. with 0.25 in. bleeds all around. Live text should be 0.5 in. from trimmed edge and 0.75 in. from bound edge in the middle. Spreads should be supplied as single pages in PDF format.

All images must be of maximum resolution, at least 300 dpi in CMYK.

Design and production assistance are available at an hourly rate.

CONTENT

Travel

Lifestyle

Men's & Women's Fashion

Beauty & Grooming

Arts & Entertainment

Celebrity Profiles

Food, Wine & Cigars

Real Estate & Luxury Vehicles

Health & Wellness



PUBLISHING SCHEDULE

Preferred Magazine is published four times a year.

Deadline	Published	Copy
Winter 2010-11	December	October 30
Spring 2011	April	March 10
Summer 2011	June	May 10
Fall 2011	September	August 16

WHAT THE FUTURE HOLDS

Life never stands still for our readers, so Preferred keeps sailing ahead. New marketing strategies will soon have the magazine spreading cities to cities across the U.S. and Europe. The affluent and ambitious will always seek the best in life. They will always hunger for vivid travel stories, in-depth interviews, sound advice to improve their health, and windows to what they want to do and be. We will always feed that hunger. Over fifteen years, we've grown into an award-winning magazine recognized all over Canada. With our sights set on global markets, Preferred Magazine will continue to grow.

