

# BEAUTY *the GUIDE*

LUXURY BEAUTY'S PREMIER DIGITAL MAGAZINE

## 2017 ADVERTISING KIT



*NEW: 12 Issues in 2017* ►

*BEAUTY the Guide* will publish an issue each month in 2017 in both English & French.

*NEW: #1 Prestige Beauty Influencer in Canada* ►

*BEAUTY the Guide* editor Dave Lackie is the number one prestige beauty influencer in Canada offering world-class editorial with a huge social media beauty following.

**TWITTER:** 123,000 prestige beauty followers (Dave has been officially verified by Twitter and carries a blue check beside his name.)

**Google+:** 4.2 million views

**Instagram:** 32,300 followers

**Facebook:** 18,400 likes

**Weekly Beauty Newsletter subscribers:** 35,600

**Cityline National TV appearances:** 2.1 million viewers per week

**BEAUTY the Guide digital magazine reach:** 1.4 million potential beauty enthusiasts

*BEAUTY the Guide* is promoted to the Hudson's Bay customer list through thebay.com. It is also sent to 109,000 luxury beauty twitter followers each month.

*Advertisers* ► Chanel, Dior, Prada, Gucci, MAC Cosmetics, NARS, Guerlain, Hermès, Lancôme, Burberry, Shiseido, Clarins, Thierry Mugler and more...

*Advertising contact:* Contact Dave Lackie at [dave.lackie@hbc.com](mailto:dave.lackie@hbc.com) for more information or to book digital advertising space.

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*True Engagement:* What makes Dave different from other journalists and influencers is his high level of engagement. He averages 360 to 500 replies per day on Twitter alone. And his facebook posts can see 1,200 comments.

*Beauty's ultimate digital magazine (Flip. Click. Buy.)*

BEAUTY the guide is a 100% editorial digital flipbook magazine that covers the world of luxury makeup, skincare & fragrance. Over the past five years, guest editors have included Bobbi Brown, Francois Nars and Oscar de la Renta. Each issue is published in French & English

*Advertisers:* Dior, YSL, Gucci, Hermes, NARS, MAC Cosmetics, Burberry, Shiseido, Clarins, Mugler, Dolce & Gabbana, Marc Jacobs, Chloe and more...

*Advertising contact:* Dave Lackie at [dave.lackie@hbc.com](mailto:dave.lackie@hbc.com) for more information or to book advertising space.

*BTG 2017 Package Rate: \$49,000 (a value of \$78,500)*

The package deal includes:

- ♦ **Nine double-page ads to run anytime during 2017.**
- ♦ **Priority editorial social media support from editor Dave Lackie through Twitter, Facebook, Instagram, Google+ and Periscope. Brands that purchase this package get the maximum social media support.**
- ♦ **First priority to book Twitter Dinners with editor Dave Lackie**
- ♦ First consideration for tv appearances
- ♦ Free video to run on double-page spread ads
- ♦ First consideration for in-store trend appearances
- ♦ Package deal is available until December 15, 2016

*2017 Individual Page Ad Rates:*

Double-Page spread ad: \$8,500

Single-Page ad: \$5,500

Video (on double-page spreads only): \$750

Single page advertisers also get social media support from Dave as value-added.

*Advertising specs:*

Double-Page spread ad: 15.75" x 10.75"

Single-Page ad: 7.875" x 10.75"

Material due date: Ad material in English and French is due the first of the month preceding the Issue month.

Preferred format: PDFs saved as "Press Quality" with all fonts and images embedded. File can be sent via [we-transfer.com](http://we-transfer.com) or [transferbigfiles.com](http://transferbigfiles.com). Please ensure that embedded photos and graphics have a resolution of at least 150 dpi.

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## *2017 Editorial Lineup:*

January 2017 – Clean Start Issue

February 2017 – Valentine’s Issue

March 2017 – Spring Catwalk Trends Issue

April 2017- Bad Girls’ Guide to Beauty Issue

May 2017 – Mother’s Day/Floral Issue

June 2017 – Father’s Day Issue (Men’s Grooming the Guide) with Summer Look Issue

July 2017 – Best of Summer Skincare, Beauty & Fragrance Issue

August 2017 – Autumn Preview Issue

September 2017- Fall Catwalk Trends Issue

October 2017 – Most Inspiring Beauty & Fragrance Issue

November 2017 – Holiday Beauty Preview Issue & (Men’s Grooming the Guide) Issue

December 2017 – Gift Giving Issue

