

MIXTE MAGAZINE

10^e ANNIVERSAIRE | 10th ANNIVERSARY

A DISTINCTIVE MISSION

Exclusive

Power up your brand in a distinctive and sophisticated environment designed to appeal to influential decision-makers who are always on the lookout for new trends and discoveries.

Position yourself with a selective, established private media outlet whose innovative business model leverages cross-marketing.

No other medium offers you a spotlight quite like this!

MIXTE MAGAZINE AT A GLANCE

Languages: Bilingual (French and English)

Number of issues per year: 4

Circulation: 25,000 copies
20,000 subscribers
(2,000 of which are architects and designers)

Distribution certified by Canada Post

5,000 copies in Air Canada Maple Leaf Lounges
(when possible), advertisers and targeted events

READER PROFILE

With its cross-marketing strategy, MIXTE MAGAZINE stands out by focusing on a quality primary readership and individuals in those readers' immediate circle:

- The most influential and affluent of Quebec
 - 52% male – 48% female
 - Aged 40+ targeted
- Mostly business owners, professionals and senior executives
 - Those with a household income and purchasing power well above the average
- Prestigious clients ranking among the best on lists from reputable companies

MAGAZINE'S RATES 2021

SIZE	1X	2X	3X	4X
single page	\$5,425	\$5,150	\$4,910	\$4,665
spread	\$9,285	\$8,820	\$8,415	\$8,040
inside front cover + p3	\$10,685	\$10,160	\$9,680	\$9,220
inside back cover	\$5,870	\$5,595	\$5,325	\$5,070
back cover	\$7,575	\$7,210	\$6,875	\$6,555

CALENDAR 2021

ISSUES	Distribution	Ad Close	Final material
M042 Spring 2021	March 26	March 1	March 5
M043 Summer 2021	May 14	April 19	April 23
M044 Fall 2021	August 27	August 2	August 6
M045 Winter 2021	November 19	October 25	October 29

MIXTE MÉDIA INC.

info@mixtemagazine.ca mixtemagazine.ca (514) 928 5308