

MIXTE MAGAZINE

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 2022

SIZE	1X	2X	3X	4X
single page	\$5 640	\$5 355	\$5 105	\$4 850
spread	\$9 470	\$8 995	\$8 585	\$8 200
inside front cover + p3	\$11 000	\$10 465	\$9 970	\$9 495
inside back cover	\$6 045	\$5 765	\$5 485	\$5 220
back cover	\$7 800	\$7 425	\$7 080	\$6 750

CALENDAR 2022

ISSUES	Distribution	Ad Close	Final material
M046 Spring 2022	March 4	February 7	February 11
M047 Summer 2022	May 13	April 18	April 22
M048 Fall 2022	August 26	August 1	August 5
M049 Winter 2022	November 18	October 17	October 21

MIXTE MÉDIA INC.

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