Advertising with LARA

FASHION Magazine, Chatelaine, Toronto Life

Canada

FASHION Magazine

Print and direct display

Print formats include full page, double-page spread, outside back cover, inside back cover and inside front-cover spread. FASHION lists Run-of-Site and Run-of-Network display, Homepage Takeover + POE, Category Takeover and Apple News+ display, which can include interstitial and larger units.

Programmatic and SJC Audience+

FASHION and the broader SJC network offer Programmatic Guaranteed and Private Auction for display and video. SJC Audience+ adds first-party segments and supports advertiser data collaboration through a clean room.

Newsletters and e-blasts

FASHION lists display, product or link inclusion, sponsored articles and takeovers across FASHION WEEKLY, THE DROP and FASHION FWD. Dedicated e-blasts may follow a template or use custom designs. FASHION also offers social series integrations or bespoke social content.

Digital Article Starter Package

Includes a 400–700-word sponsored feature published on the FASHION website, an ad roadblock on that page, a dedicated subscriber e-blast and paid promotion from FASHION's Facebook and Instagram accounts.

FASHION After Dark

The full package includes a full-page black-and-white event photography feature, a web photo story, an organic Instagram carousel and newsletter inclusion. The kit also lists a digital-only option. Final photo selection stays with the FASHION editorial team.

SJC network, Chatelaine and Toronto Life

Single-title and network placements

SJC lists display, video, large-format takeovers, print, email, social and audio buys across individual SJC brands or the network. Print covers, spreads, full-page and fractional units and email takeovers are included in that menu. Chatelaine has identified podcast sponsorship inventory.

Branded content capabilities

The network offers articles for print and digital, custom photo and video, social creative and branded destinations. Published examples involve both Chatelaine and Toronto Life.

Ask LARA to confirm current availability and the final specification for your selected placement.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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