

REACHING  
YOUR GOALS

MEDIA KIT

**MIXTE** MAGAZINE  
LIFESTYLE NETWORKING & FUN

print | web | tablet





## A DISTINCTIVE MISSION

To entertain and inspire on the art of living well.

Provide timely content targeting women and men passionate about new discoveries and trends.

Offer a product where content and advertising coexist in harmony.

All under the seal of creativity, refinement, and authenticity!



« SUCCESS IS THE  
CHILD OF AUDACITY »  
– CRÉBILLON





A BILINGUAL publication of prestige on the art of living, **MIXTE MAGAZINE** is a showcase of influential decision makers and wealthy consumers who make up Quebec's elite:

## MIXTE MAGAZINE EMBODIES LUXURY AS LIFESTYLE. CONTENT IS CURRENT AND ALLURING

Inspired by international trends in graphic design and prestigious publications, **MIXTE MAGAZINE** brings together a team of seasoned professionals and talented people.

Their mission?

To identify and discover the ultimate in fashion, beauty, interior design, food, and tourism around the world.

To present the journeys and challenges of passionate men and women.



## EXCLUSIVE CONTENT

MEETINGS  
WITH INSPIRING  
PERSONALITIES WHO  
DARE TO SEE THE  
WORLD DIFFERENTLY.



## OUR ADVERTISERS ARE OUR VALUED PARTNERS

**MIXTE MAGAZINE** provides its advertisers greater editorial visibility, powerful mention (latest discoveries, exclusives, 'must haves'), as well as integration into main editorial features (portrait, interview, fashion or decor reportage).

You will shine like in no other media!

## AN EXCEPTIONAL SHOWCASE

To advertise in **MIXTE MAGAZINE** is to:

- Benefit from privileged access to women and men whose purchasing power is considerably higher than the national average.
- To attract and convince an influential readership whose means allow for the purchase of exceptional homes and high-end design.
- Dazzle men and women, both curious and passionate about refinement and elegance, who are fascinated by exclusive offers in the following domains: clothing and accessories, jewelry, dining out, wine and spirits, furniture, travel, beauty, arts, and automobiles.

## A LA CARTE SERVICES

- Event management
- Tailored editions
- Newsletter
- Social media management





## INFALLIBLE DISTRIBUTION

25,000 copies:

■ 21,500 personally addressed copies shipped by Canada Post to subscribers \* (2000 of which are architects and designers). These subscribers are qualified buyers of high-end products, or preferred customers of companies who have made their mark in top-tier industries.

\* CERTIFIED DISTRIBUTION BY CANADA POST

■ 2,000 copies: Air Canada Maple Leaf lounges in Montreal, Toronto, Paris, London, New York, Los Angeles, and Frankfurt.

■ 1,500 copies: Advertisers and targeted events

## READER PROFILE

The most influential and affluent of Quebec.

52% male - 48% female

84% - aged 40+

89% - business owners, professionals and senior professionals

72% - annual household income of \$200,000 +

## BILINGUAL PUBLICATION

Published four (4) times a year.



# MIXTEMAGAZINE.CA

mixtemagazine.ca offers additional content and interaction with the printed magazine while allowing advertisers to display their promotional content.

**Our site distinguishes itself through:**

- dynamic design at the forefront of graphic trends
- integrated approach that provides direct access to your company's website, through active and relevant links.
- technical and graphical emphasis on valued partner advertisers like you.
- periodic updates that optimize unique, repeat visits
- newsletters and mentions on our social networks

# MIXTE MAGAZINE

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