

ROBERT SIMMONDS

MAGAZINE 2016

PUBLISHED BY THE CHRONICLE HERALD

A message from Paul Simmonds

A special thanks to all of those who partner with us, locally and abroad, for helping make this magazine possible.

Back in 2013 we moved the publishing of Robert Simmonds Magazine to a very trusted Atlantic Canadian company, The Chronicle Herald, and the result was the biggest and best publication we have ever done.

Since then, we have produced two more magazines with the Herald, with last year's being our best ever.

With an expert blend of international and local content, we're proud to deliver a product that's both inspirational and relevant to our loyal Robert Simmonds' clientele.

This year, we trust you will once again consider joining us in this valuable and rewarding journey as we plan on telling lots of local stories, while keeping you abreast of the latest fashion trends from around the world, available in our store.

So, as we proudly embark on issue number 16, we thank you for your patronage in years past and for considering this issue of Robert Simmonds Magazine – which we promise will be our best yet – as your next advertising opportunity.

With warm regards,

Paul Simmonds



Premium Engagement

Robert Simmonds Magazine is Fredericton's preeminent lifestyle publication where local upscale goods and services live alongside the world's most respected fashion brands.

Through this unique, targeted, free publication, local advertisers can achieve tangible results and gain valuable insight into their client's needs and desires.

With 50 pages of local and international trends in fashion and luxury, Robert Simmonds Magazine connects your brand to the affluent and influential.

Don't miss this opportunity to speak directly to the most discerning tastes in New Brunswick with Robert Simmonds Magazine.

Audience

Robert Simmonds Magazine provides access to an upscale, intelligent and active demographic...

- Affluent
- Professional
- Decision makers
- Fashionable

Circulation

- 5,000 copies
- Direct mailed to Robert Simmonds clientele
- Distributed within store
- Distributed to upscale neighbourhoods within New Brunswick

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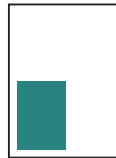
Material submissions

Accepted File Formats: Acceptable file format is PDF.
All files must be CMYK, 300 dpi and built to appropriate size.
Files must be posted to our FTP site: <http://ftp.herald.ca>.

Production inquiries should be directed to
crs@herald.ca, 902.426.2811 ext. 2250

Publication size: 9" x 11.75" finished product

Ad Sizes:



1/4 Page Non-Bleed:

3.95" w X 5.32" h

\$400 plus HST



1/2 Page Non-Bleed:

8" w X 5.32" h

1/2 Page Full Bleed:

Trim 9" w X 5.82" h

1/4" Bleed (9.5" w X 6.32" h)

\$800 plus HST



Full Page Non Bleed:

8.00" w X 10.75" h

Full Page Full Bleed:

Trim 9" w X 11.75" h

1/4" Bleed (9.5" w X 12.25" h)

\$1,400 plus HST

Special positions

Inside Front Cover: **\$1,500** plus HST

Inside Back Cover: **\$1,500** plus HST

Back Cover: **\$1,600** plus HST

Deadlines

Ad Booking Deadline: Friday, July 15, NOON

Ad Material Deadline: Tuesday, July 19, 3 P.M.

Publication Date: Saturday, September 17

For complete ad specifications, please contact your Account Executive.