

A black and white photograph of a woman with dark hair, looking thoughtfully to the side. She is wearing several pieces of diamond jewelry: a large, ornate earring with a scalloped, leaf-like design; a ring with a large, intricate diamond setting on her finger; and a long, multi-strand necklace with a large, ornate pendant. The background is a plain, light color.

MODALINA™
DEFINING MOMENTS™



MODALINA™ Media Group publishes an award-winning luxury lifestyle magazine that captures the DEFINING MOMENTS™ in people's lives. We take pride in being located in the heart of Canadian innovation and excellence, the Kitchener-Waterloo Region. From this dynamic home base, our award-winning editorial team and line-up of freelance contributors create stories that resonate with readers from coast-to-coast and beyond. We are a reflection of our community, so the focus is on excellence throughout – in writing, photography, design, printing and audience engagement.



FEATURE CONTENT

Each issue of MODALINA is filled with vibrant content and showcases an inspired balance of news, profiles, lifestyle departments and feature articles presented in a rigorous and engaging editorial style.

The features include celebrity profiles and in-depth articles on topics of interest, all linked in some way to the Canadian identity. Each issue is also complemented by regular features in the following departments and from a robust group of subject matter experts:

MOMENTS IN TIME

Significant events from the Kitchener-Waterloo region and from around the world, focusing on art, fashion, entertainment, social causes and more.

JEWELLERY + FASHION

The latest trends in design with a particular focus on the hottest brands and the latest Canadian talent.

THE CURATOR

A collection of high-design items from a variety of luxury brands with a focus on luxury, meticulous craftsmanship and sustainability.

ARCHITECTURE - THE ARCHITECT

AUTOMOTIVE - THE DRIVER

CULTURE - THE CULTURALIST

HEALTH/WELLNESS - THE PRACTITIONER

TECHNOLOGY - THE TECHNOPHILE

TRAVEL - THE ESCAPIST

FOOD - THE EPICURE

WINE - THE SOMMELIER



ADVERTISING
SPECIFICATIONS +
SUBMISSION
GUIDELINES

AD DIMENSIONS

Bleed:

10"w x 14"h

Page Trim:

9.5"w x 13"h

Type Safety:

9"w x 12.5"h

AD REQUIREMENTS

Colour Space:

CMYK or Grayscale. No PMS, RGB, LAB or embedded color profiles (such as ICC profiles)

Fonts:

All fonts must be embedded or outlined

Max Ink Density:

300 total

Resolution:

300 dpi

**MODALINA DOES NOT ACCEPT
RESPONSIBILITY OF ANY
SUPPLIED MATERIAL CONTENT
FOR COLOUR TRAPPING.**

FILE SUBMISSIONS

Contact Krista Bozoian

krista@modalinamagazine.com

for FTP access information

PRODUCTION CHARGES

Design and production assistance is subject to an hourly charge.

ENVIRONMENTAL MANDATE

MODALINA Media Group is committed to working with our printing partner, Cober, to ensure an environmentally friendly printing process. Cober has earned the desirable environmental tri-certification, as awarded by the three major organizations: FSC, SFI, PEFC.

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MC™

DISTRIBUTION & AUDIENCE

SUMMARY

Over the past two years, MODALINA™ Media Group has published 115,000 copies of MODALINA and has distributed them to affluent households and upscale businesses across Southwestern Ontario. Included in this distribution network are premier destinations such as the Langdon Hall Country House Hotel and Spa, the only Relais & Chateaux property in Ontario. MODALINA is also now distributed across the Air Canada Maple Leaf Lounge network. These lounges are located in 16 cities around the world, including Toronto, Montreal, Vancouver, London, Paris and New York.

MODALINA Media Group connects with readers and residents who demonstrate or aspire to luxury buying patterns. Through a direct mail list, MODALINA strategically targets discerning households who exhibit these lifestyle habits, and have a minimum household income of greater than \$150,000/yr.

LOCATION

Southwestern Ontario

EVENTS

MODALINA Media Group sponsors local events across the region and has plans to also host its own events in the future. Past sponsorships include the Inspiring Women's Event, Zonta Film Festival and the FUZENation Music and Technology Summit.

PUBLISHING
SCHEDULE

SPRING / SUMMER 2018 ISSUE

Ad Space Closing:

March 20, 2018

Creative Due:

March 30, 2018

Newsstand Date:

May 7, 2018

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REQUIRING CREATIVE
ASSISTANCE ARE DUE
MARCH 13, 2018**

AUTUMN / WINTER 2018 ISSUE

Ad Space Closing:

September 12, 2018

Newsstand Date:

October 30, 2018