

Fashion

EXTRA

2009 MEDIA KIT

JAN 2009

FASHION

BEAUTY

LIFESTYLE

Fashion Extra is a high end, glossy supplement presenting our renowned Fashion content in a beautifully designed package. Each issue of Fashion Extra will feature style & fashion designs with an exclusive selection of clothing, beauty, fragrance and accessories

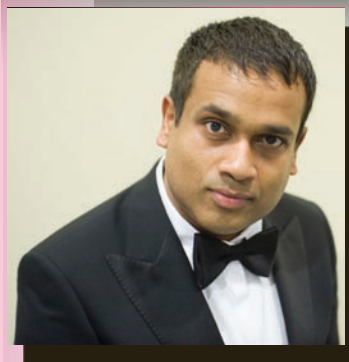
EDITORS

FASHION



David Graham is the Star's fashion editor. He has been covering fashion in Canada and

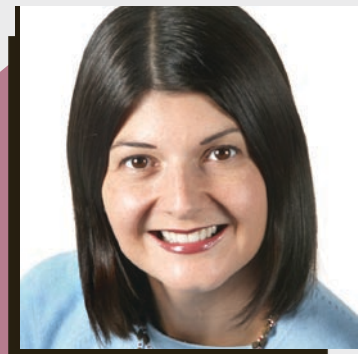
internationally for a quarter century. Never content to simply chronicle the usual trends and celebrities Graham is more interested in why we dress the way we do, the meaning and context of fashion, the forces that conspire to make a short skirt right one season and passé the next. Graham's incisive humour and irreverent approach to the world of style often has readers pointing and laughing - at themselves.



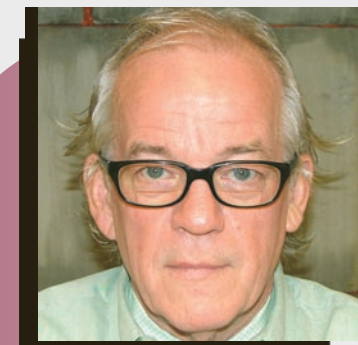
Derick Chetty has been working in the Star's fashion section for the past three years, covering the

international collections and styling fashion shoots for the paper. Derick also covers the city's social scene from high society to club scenesters. His regular features, TOP SHOP, SHOPPING NEWS AND MY T.O. TEN are must reads among Toronto's fashion followers. His consumer first approach helps them locate the trend, find the stores and source the deals. Before joining the Star, Derick was Flare Magazine's Fashion Editor.

Bernadette Morra is one of Canada's top fashion journalists, with 23 years experience in the industry. Bernadette joined The Toronto Star as fashion writer in 1988, and served as fashion editor from 1993 until April 2008. Bernadette remains a regular contributor to The Toronto Star's Living section and Fashion Extra, and now also writes for a number of Canadian fashion magazines. Bernadette has also launched FirstwaterNews.com, the first comprehensive consumer-oriented website devoted to jewels and watches.



An editor and writer since 1970, **David Livingstone** is an internationally respected fashion journalist who covers fashion and beauty, women's and men's. He has been fashion reporter The Globe and Mail, 1983-1996; fashion and beauty editor, Elm Street, 1996-2004; and editor-in-chief The Look, 2004-2006. He currently writes for the Toronto Star (livingdavid column) as well as for Elle Canada, Fashion and Zoomer.



DATES



PUBLISHING DATES

- FEB. 11, 2009 -
Holiday Romance

Valentine's Day

- APR. 15 2009 -
Spring Fashion Trends

Women fashion trends

- SEPT. 23, 2009 -
Film & Fashion

TIFF

- DEC. 9, 2009 -
Christmas

Holiday Festivities

SPECIAL FEATURES

- JUN. 10, 2009 -
Best Dressed List

- NOV. 11, 2009 -
Sustainable Fashion

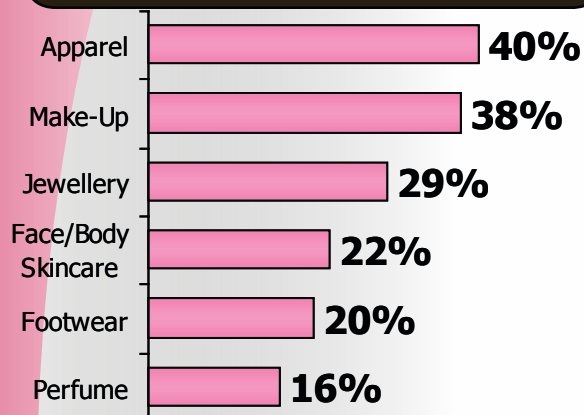


2009 NET RATES

Unit :	1x	3x	4x
FP	\$17,525	\$15,682	\$14,007
1/2 PG	\$13,141	\$11,760	\$10,505
1/4 PG	\$7,886	\$7,056	\$6,305
DPS	\$31,537	\$28,229	\$25,211
1/2 pg dps	\$19,273	\$17,252	\$15,414
OBC	\$21,026	\$18,821	\$16,811
IFC	\$20,150	\$18,039	\$16,107
Front Page	\$9,765	\$9,375	\$9,186
Banner			

The Toronto Star reaches 305,000 Women readers of Fashion Content

Readers spend more when shopping than the average Ontario woman

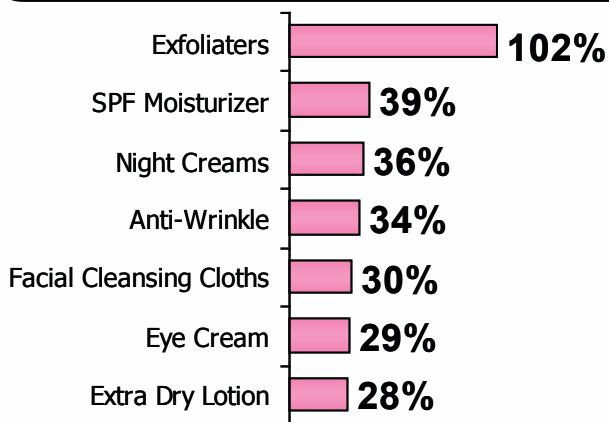


* Make-Up and Face/Body Care spending past month, otherwise past year, read Fashion/Lifestyle Content

Good advertising targets

- 88% are Homeowners
- 44% have Household Income over \$100K
- 38% are University Grads Plus
- 54% are Women 25-54

More likely than the average Ontario woman to use skin care products

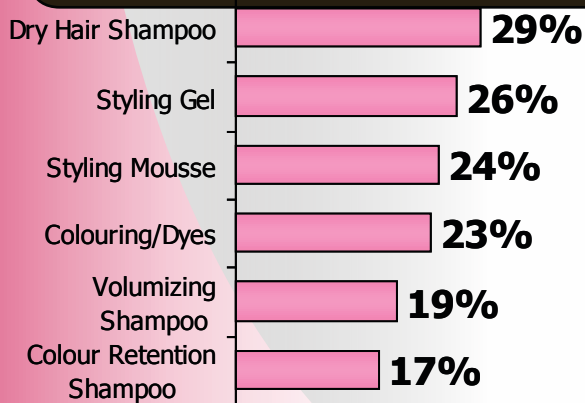


Heavy users of beauty care products

- 86% use Hand/Body Cream/Lotion
- 79% use Facial Moisturizers
- 69% use Body Wash
- 65% use Facial Cleansers
- 45% use Moisturizing Body Wash

* Used past 6 months, read Fashion/Lifestyle Content

More likely than the average Ontario woman to use hair care products



* Used past 6 months, read Fashion/Lifestyle Content

They care about how they look

- 70% say Their confidence is enhanced when they know they look their best
- 51% say They keep abreast of changes in fashion
- 50% say They enjoy shopping for clothes
- 33% say They don't feel complete without a fragrance
- 26% say They look for designer labels when shopping

DEADLINES

PUBLISHING DATES

Wed. Feb. 11
Wed. Apr. 15
Wed. Jun. 10
Wed. Sept. 23
Wed. Nov. 11
Wed. Dec. 9

BOOKING DEADLINES

Thurs. Jan. 22
Thurs. Mar. 26
Thurs. May. 21
Thurs. Sept. 3
Thurs. Oct. 22
Thurs. Nov. 19

MATERIAL DEADLINES

Wed. Feb. 4
Wed. Apr. 8
Wed. Jun. 3
Wed. Aug. 16
Wed. Nov. 4
Wed. Dec. 2



**TOTAL DISTRIBUTION
=300,000 Full Home Delivery**

SPECIFICATIONS

- Full Page = 10 Columns x 280 Lines - or 10 1/2" wide x 20" deep
- 1/2 DPSSize = 21 Columns x 145 Lines - or 22" wide x 10 5/16" deep
- DPSSize = 27 Columns x 280 Lines - or 22" wide x 20" deep
- 1/2 Page Size = 10 Columns x 145 Lines - or x 10 1/2" wide x 10 5/16" deep
- Resolution = 270 - 300 Dpi - or 133 Line Screen
- Ink Density Should Not Exceed 280

Accepted Formats:

- Quark Xpress
- Adobe Illustrator – saved as version 6 EPS
- Adobe Photoshop – saved as an EPS or TIFF
- Graphic Files – saved as TIFF or EPS (uncompressed)
- For Maximum quality a colour proof should always be supplied with Digital Material
- Further submissions may be available – contact your sales representative for more information
- Late material or changes to material past deadline will be subject to applicable service charges

MATERIAL SUBMISSION

