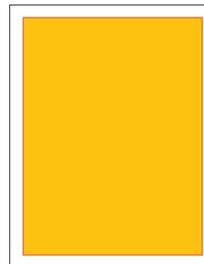


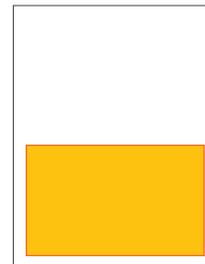
production specification

ADVERTISING SIZES : (REGULAR)

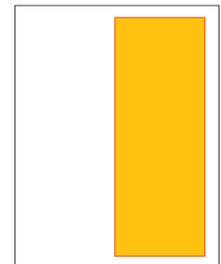
	Width (mm)	Height (mm)
Spread Bleed	434	281
Spread	404	251
Full Page Bleed	221	281
Full Page	191	251
1/2 Horizontal	191	122
1/2 Vertical	92	251
1/3 Square	125	122
1/3 Vertical	59	251
1/4 Vertical	92	122
1/6 Vertical	59	122



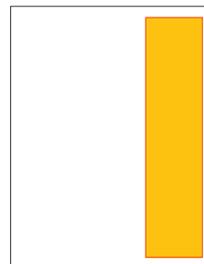
Full Page



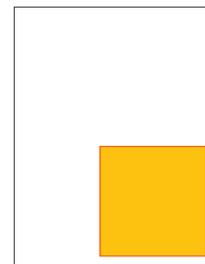
1/2 Horizontal



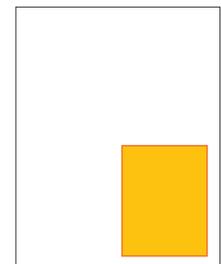
1/2 Vertical



1/3 Vertical



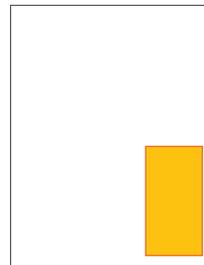
1/3 Square



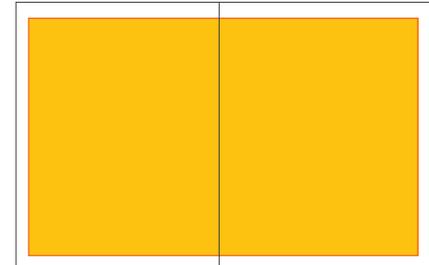
1/4 Vertical

MECHANICAL REQUIREMENTS :

	Width (mm)	Height (mm)
Active Area:	191	251
Trim Size:	213	273
Bleed Size:	221	281



1/6 Vertical



Spread

DIGITAL SPECIFICATIONS: Preferred formats are **TIFF, EPS, JPG and PDF**, provided all fonts are outlined, all colours converted to **CMYK**. Image files must be at least **300 dpi**. All colour files must be accompanied by 100% size colour JPG preview files.



娛樂生活雜誌

To request additional information or schedule a presentation contact:

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- Take advantage of Canada's growing Chinese community.
- Our media is effective by reaching readers through their mother culture.
- The majority of our readers are families with high consumer spending.
- No other Chinese magazine is comparable to our circulation network.
- Print advertisers cannot reach this demographic through any other way.
- Our editorial excellence ensures readers are reading from cover to cover.
- Our magazine is updated monthly.

readership

To Our Prospective Clients,

BUILD A BOND WITH THE CHINESE-CANADIANS IN THEIR MOTHER TONGUE;
PUBLICIZE YOURSELF THROUGH POPULAR LIFESTYLE & ENTERTAINMENT MAGAZINE

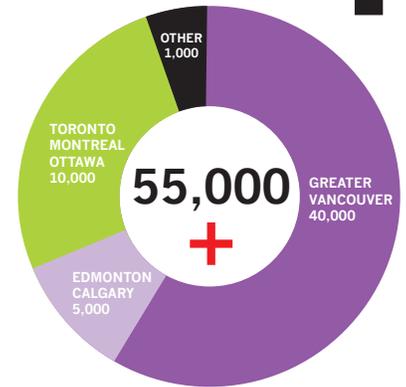
Popular Lifestyle & Entertainment Magazine (PLEM) is the only Chinese monthly magazine in Canada that boasts a national circulation of more than 55,000 every month. It is read by more Chinese-Canadians than any other locally published weekly and monthly Chinese magazines.

Featuring international and local entertainment, arts and information within the city, PLEM uniquely presents its materials that characterize strong contemporary composition along with engaging hot topics. The combination embraces our readers and the community with a sense of belonging. PLEM also covers exclusive and comprehensive programs produced by Fairchild TV (FTV1 and FTV2), Talentvision (TTV) and Fairchild Radio (AM1470, FM96.1, FM94.7, FM88.9 and AM1430). The majority of our readers are Chinese households subscribe to Fairchild TV and/or Talentvision TV with relatively high purchase power, who may well be your potential customers. Despite difference in age, politics and income, readers of PLEM have common experiences in terms of culture, values and traditions. They find the content and design of the magazine appealing and usually keep the magazine for a whole month. In addition to viewing our magazine, our readers hold the opportunity to enter contests posted in the magazine monthly, and win prizes sponsored by advertisers.

Our outstanding consistency in readers guarantees breakthrough within your business. Do not miss this remarkable opportunity to boost your publicity!

We are looking forward to a successful working relationship with you. Should you need any further information, please do not hesitate to contact us at 604-872-1285 or by email iplem@plem.com or lawrencechan@plem.com. You can also visit us at www.plem.com for additional details. We look forward to hearing from you soon.

Yours Sincerely,
Popular Lifestyle & Entertainment Magazine



Coming in one National Edition, PLEM boasts a national circulation of more than 55,000 copies each month.

The circulation of PLEM is underpinned by the strong support of its parent company, The Fairchild Group. On a monthly basis, the magazine is disseminated across various platforms owned by The Fairchild Group, including Fairchild TV, Fairchild Radio stations, chain retail stores and restaurants such as OOMOMO, Saint Germain Bakery and Chef Hung Noodles, among others. This strategic distribution ensures the magazine's wide reach while the parent company's network guarantees its seamless accessibility to a diverse reader base.

Our magazine maintains a robust circulation, with over 45,000 copies distributed in the western regions covering Greater Vancouver (with a circulation of 40,000) & Edmonton Calgary areas (with a circulation of 5,000), and more than 10,000 copies in the eastern regions. In addition to the established distribution spots within our parent company's network, we also distribute the magazine via 38 supermarket branches (T&T, Osaka, PriceSmart Foods, China World, The Best Shop & others), as well as other distributing outlets spanning across the country from the west coast to the east coast.

Available also in digital edition, over 10,000 page views retrieved monthly from www.plem.com.

editorial



Our readers respond to the messages in Popular Lifestyle & Entertainment Magazine. They depend on us for a guide to entertainment gossips within the communities, program listings, businesses profiles, household tips and many more.

It is our promise that we meet their needs by connecting with our readers. Every month, we receive letters with feedback from our readers; this alone separates us from our competitors in terms of readership loyalty and dedication.



PLEM.com

Ask for a separate rate card to secure a position in our web edition of Popular Lifestyle & Entertainment Magazine. Banner ad and motion ad position are also available on PLEM.com homepage.

National Section (Canada West + Canada East), Full Colour				
	1X	3X	6X	12X
Back Cover	4400	4000	3600	3200
Inside Front	3800	3500	3200	2900
Inside Back	3500	3200	2900	2600
Full Page	3000	2800	2600	2400
1/2 Page	2000	1800	1600	1400

*EFFECTIVE JANUARY 2016

advertising

	1X	3X	6X	12X
National Section, Full Colour				
1/3 Page	1200	1100	1000	900
1/4 Page	1000	900	800	700
1/6 Page	650	600	550	500
Purchase Guide / Delicacy Guide/ Education Guide				
@ POP*LIST Column				
One Unit (1/16 Page)	-	240	210	180
Two Units (2/16 Page)	-	440	380	320
Three Units (3/16 Page)	-	620	540	460
Four Units (4/16 Page)	-	800	700	600

AD CLOSING DATE
PUBLICATION DATE
SPECIFIED POSITION
RATES ON REQUEST
MATERIALS SUBMITTAL

30 days prior to publication date
First day of every month
A 30% extra will be charged on specified position.
Advertising inserts, business cards, additional colours.
Press-ready digital files must be submitted at least 20 days prior to publication date.