



Gentologie
STYLE DE VIE POUR GENTLEMAN
LIFESTYLE FOR GENTLEMAN

Updated September 10, 2023

MAGAZINE
MEDIA KIT 2023

***THE ONLY
BILINGUAL MEDIA
THAT TARGETS
CANADIAN MEN***

Gentologie was created in September 2019 to reach a clientele of men who appreciate various high-end products, commonly known as gentlemen.

Gentologie is a distinct media. The platform targets an audience that is difficult to reach, men aged 25 to over 55, due to the lack of media in this field. We want to reach Canadian gentlemen from coast to coast.

The Gentologie magazine, in print and digital, available twice a year since January 2022, stands apart in the Canadian media universe by being bilingual (in a single edition) and totally independent.

Besides the magazine, Gentologie publishes a website, a podcast, guides (coming soon) and organizes experiments with various partners.

Circulation: 1000
Readership (Estimate) : 6000



La mission de Gentologie
Faire de tous les hommes des gentlemen.

While we began our history by promoting the digital magazine, it has become essential for Gentologie to have a paper format, for several reasons.

We believe that our readers need to take time away from their screens, and the printed magazine serves this purpose. Also, being in the high-end sector, we need to offer a tangible product that our audience and subscribers can identify with and share.

Our first print edition saw the light of day in January 2022 with the 9th issue of Gentologie. The magazine has been published twice a year since the arrival of the print version. The distribution of the first two editions, always bilingual, was 750 copies and 1000 copies for the 3rd. We know that this number may seem small, but it's a start.

The categories are essentially the same as those found on the website (Business, Art of living, Fine Dining, Culture, Sports, Technology, Vehicles and Travel), but developed in a distinct way, including interviews and long texts.

The magazine is available online at Gentologie. It is also distributed by certain partners to their best customers.

OUR SUBSCRIBERS

- 95% Men
- Age: 32-55

DISTRIBUTION

- Gentologie.com
- PressReader (Canada, USA and France)
- Cafeyn
- Genesis Distributors (30 location accross Canada)
- Select partners (Clusier, Poissonnerie La Mer, Oysters & Caviar)



OUR ADVERTISERS



2023 CALENDAR

2023 THEMES

Issue	Theme
11	An Exquisite Summer
12	A Gentleman Holiday

Issue	Publication Date	Booking Deadline	Material Date
11	July 2023	April, 6 2023	April 19, 2023
12	End Novembre 2023	October 1st, 2023	October 15, 2023

TECHNICAL SPECIFICATIONS - 2023

Magazine size : 8,0625 x 10,6875 po (205 x 271 mm)

Four-colour process

Format for sending advertising	PDF high resolution
Cover	Rolland Enviro® Cover 200M
Paper	Rolland Enviro® Satin 160M
Binding	German
Resolution	300dpi
Pantone®	On demand
Ad Sizes	
Interior Page	7,125 po x 10 po 118 x 254 mm
C2, C3 and C4* (bleed included)	8,3 po x 10,9 po 211mm x 277 mm
DPS (Double Page Spread) (bleed included)	16,375 po x 10,9 po 416 mm x 277 mm

*** Réerved for Issue 11*

TECHNICAL SPECIFICATIONS

A) Provide final advertising material by email
Please provide preferably a PDF/X-1a (high resolution) file. InDesign, Illustrator and Photoshop (on the Mac platform) formats are also accepted. Include all graphics (photos, illustrations, logos) in EPS or TIFF format, in color separation (CMYK), all fonts and images must have a resolution of at least 300 ppi. The material provided on computer support must be accompanied by a proof color made from the sent document.

B) The maximum saturation for the colors C, M, Y, K is 300%. For better masses of black use 60C, 40M, 40Y, 100 K.

The final advertising material must be approved by Gentologie.

Please send a low-resolution PDF version to info@gentologie.com

MATERIAL

Be email:
info@gentologie.com

IMPORTANT: for any advertising material transferred by WeTransfer or other software, please notify us at info@gentologie.com

A low-resolution PDF or JPG proof must also be attached to this email for validation.



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