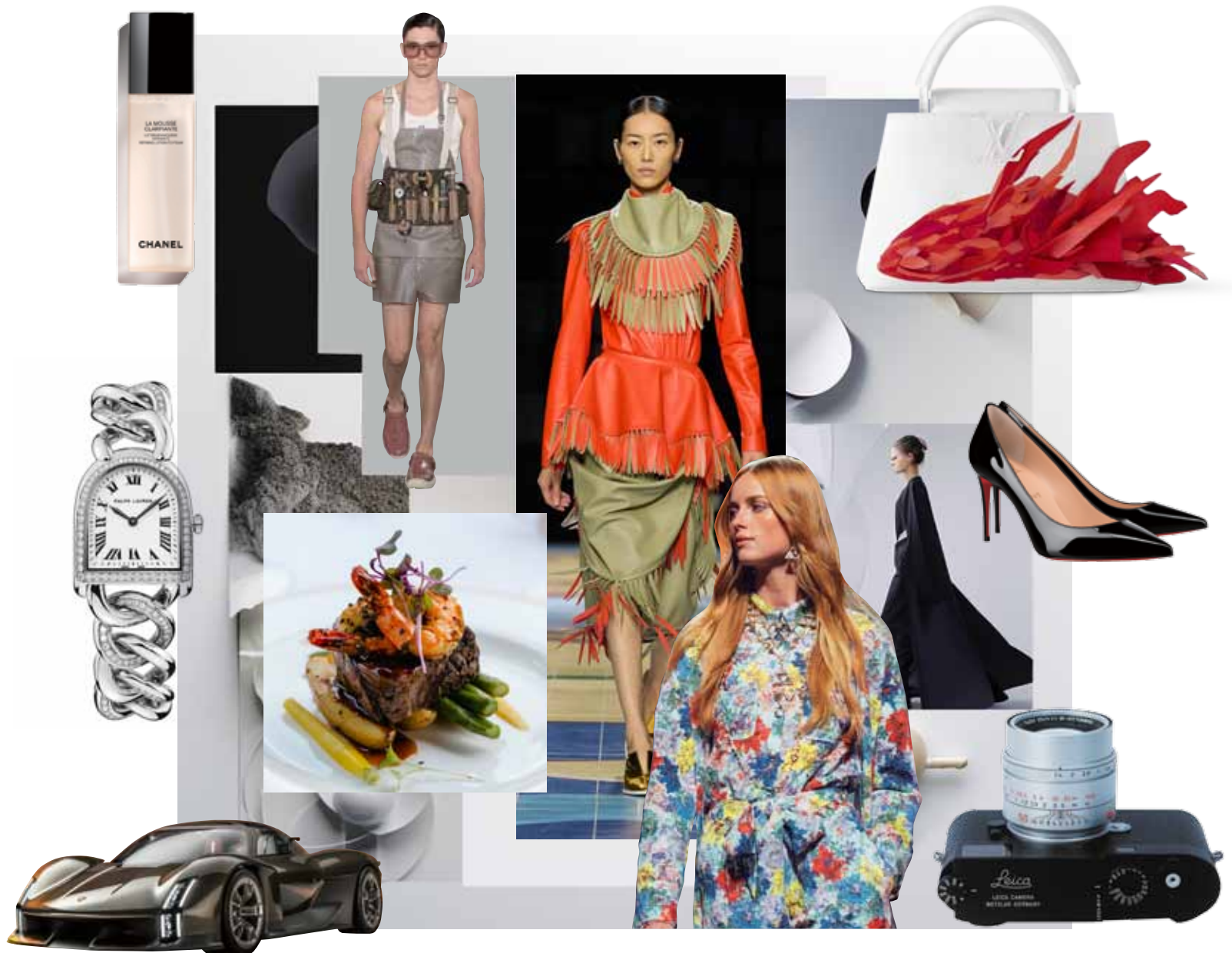


eliteGen 星尚

2026 MEDIA KIT

LUXURY LIVING FOR CANADA'S CHINESE ELITE



A NATIONAL PUBLICATION

- Canada's first and only bilingual Chinese/English glossy luxury lifestyle magazine
- More than 200 newsstand locations in Toronto, Vancouver, Montreal
- elitegen.ca—bilingual fashion and trend website
- Four issues per year—Spring, Summer, Fall and Winter



EDITORIAL CONTENT

- If it's about luxury lifestyle, it's in *eliteGen*. From beauty, fashion and design, each issue covers the latest from European designer runway collections to jewellery and watches. We keep the elite generation of Chinese Canadians connected to luxury brands. Every issue also features:
- Beauty tips
- Trendy travel destinations
- Trendy restaurants
- Luxury design/architecture
- Prestigious supercars
- Entertainment and events coverage

1,304,620

The population of Chinese Canadians, the largest ethnic group in Canada.¹

TARGET AUDIENCE

- Young, affluent trendsetters, executives, celebrities, entrepreneurs and influencers, with high-end purchasing power
- Ages 25-49
- Household income \$100,000+

25,000

unique online readers per month.²



1.7million
Chinese Canadians in Canada,
70%
resides in GTA & GVA ¹

\$65 billion
the amount that Chinese customers
have spent on luxury purchases
in the past decade.

—McKinsey & Company

The **Asian demographic** has become a **major driver** for the growth for **luxury brands**, a trend that is only expected to pick up steam.

—Retail Insider, Canada's most-read online retail industry publication



40%

of Chinese consumers prefer to drive a luxury vehicle.⁴

- **eliteGen** readers spend more money on luxury products and services than any other consumer group



The most affluent Chinese Canadians are

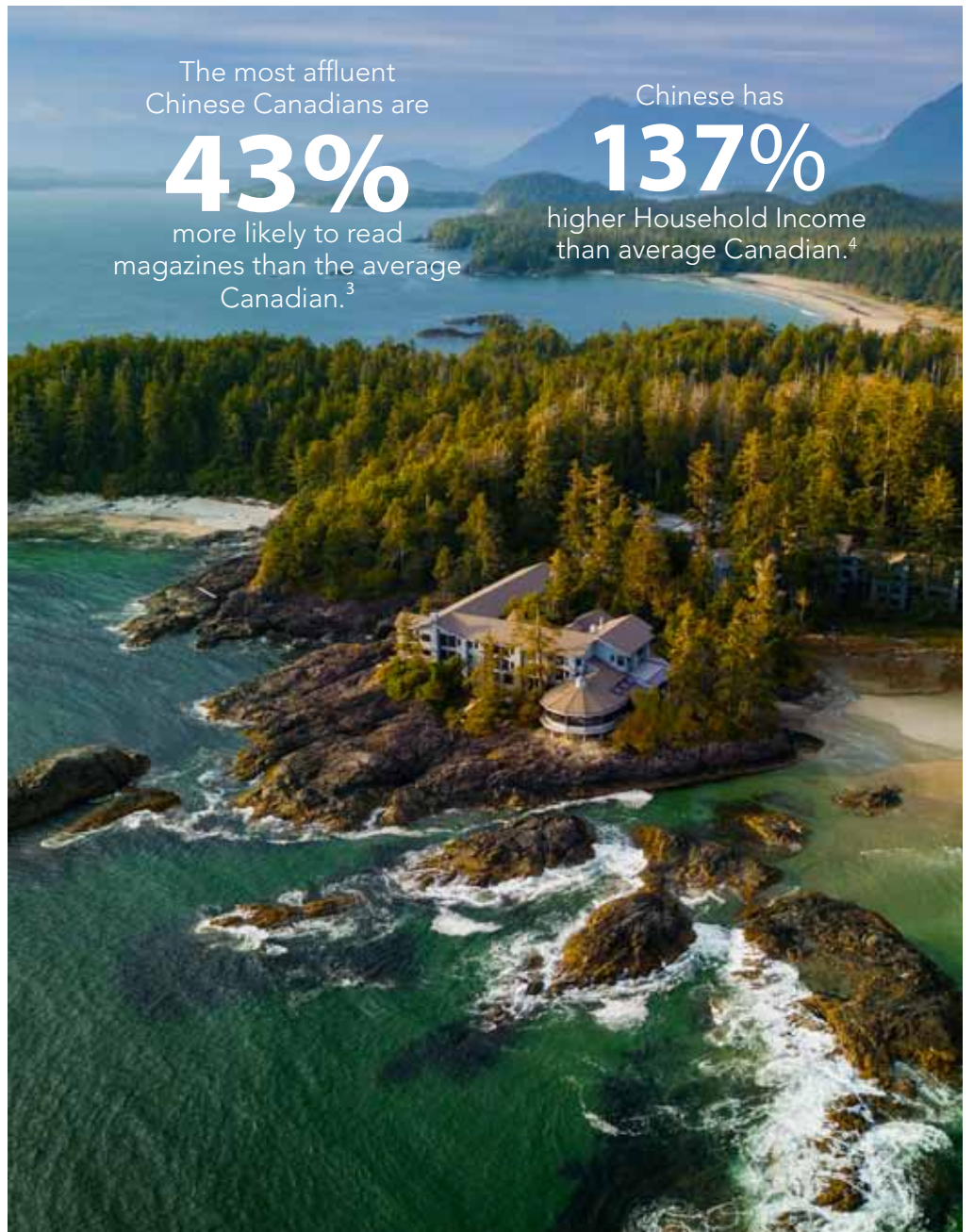
43%

more likely to read magazines than the average Canadian.³

Chinese has

137%

higher Household Income than average Canadian.⁴



Chinese consumers will remain the **driving force** for the **luxury goods market...** and a new study shows they will fuel nearly

half of global high-end sales

by 2025.

—Bain & Company, a leading management consulting company

Source: 1: Statistics Canada, 2021 Census 2: Google Analytics 3: Vividata, 2017 Q2 Chinese Canadian Profile 4: Vivintel, 2019 Fall Chinese market Study

To book an ad, please contact the Advertising Department at elitegen@stmg.ca.

CRITICAL CALENDAR DATES

Issue	Publication Date	Booking Deadline	Material Deadline
Spring - March	Mar 1, 2026	Jan 19, 2026	Jan 23, 2026
Summer - June	Jun 1, 2026	Apr 20, 2026	Apr 24, 2026
Fall - September	Sep 1, 2026	Jul 20, 2026	Jul 24, 2026
Winter - December	Dec 1, 2026	Oct 19, 2026	Oct 23, 2026



ADVERTISING RATES PER ISSUE

	National Advertisers	Local Advertisers
Full Page (Back Cover)	\$6,000	n/a
Full Page (Inside Front Cover)	\$5,600	n/a
Full Page (Inside Back Cover)	\$5,200	n/a
Double Page Spread (Inside Front Cover)	\$10,000	n/a
Double Page Spread	\$7,000	\$5,000
Full Page	\$4,800	\$2,600

20% POSITION PREMIUM FOR A SPECIFIC PAGE
SPECIFIC MARKET COVERAGE OPTION AVAILABLE



ADVERTISING SPECS

Dimension: 9" (W) x 11.75" (H)
Cover: Card stock
Inside pages: Glossy sheet
Style: Perfect bound



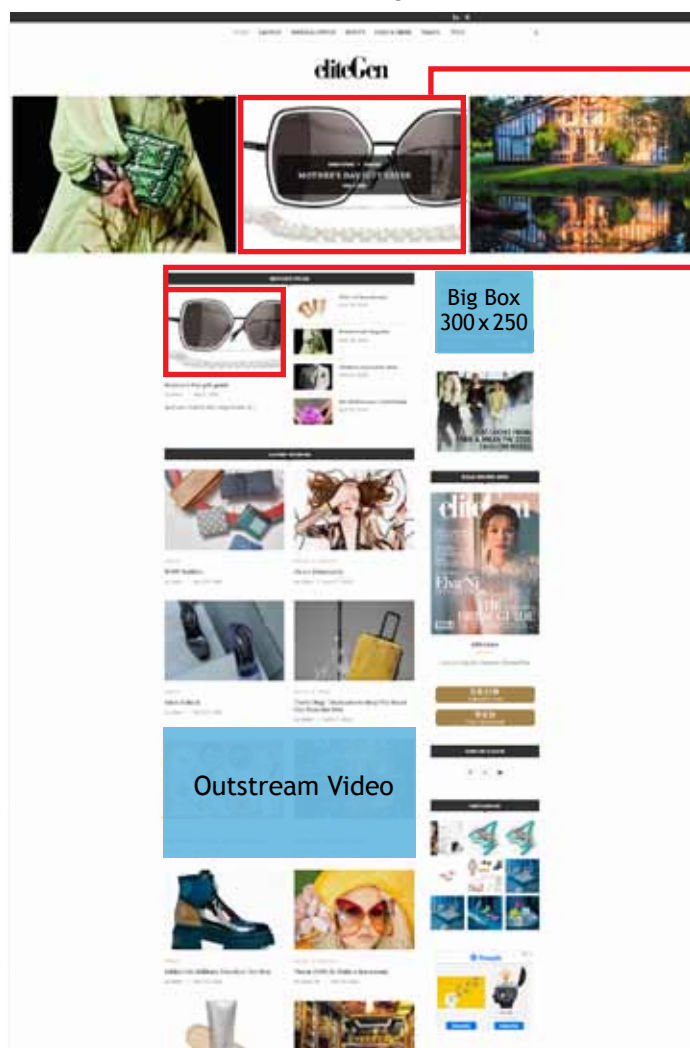
	Trim	Bleed Size	Non-Bleed Size
Double Spread	n/a	18.75"w x 12.5"h	17.125"W x 11"h
Full Page	9"w x 11.75"h	9.75"w x 12.5"h	8.25"w x 11"h

For booking and any inquiries, please email us at elitegen@stmg.ca.

DIGITAL ADVERTISING BUNDLES

Ad Type	Position (National)	Pixel Dimensions /Format	Rates
Sponsored Content	eG's Homepage Carousel Slide + 3-day in singtao.ca		\$3,500/month
Big Box Display Ad	Homepage and Run of site (Both elitegen.ca & singtao.ca)	300 (w) x 250 (h)	\$23/cpm
Outstream Video	Homepage and Run of site (Both elitegen.ca & singtao.ca)	mp4 or mov, max file size 400mb	\$25/cpm

Home Page

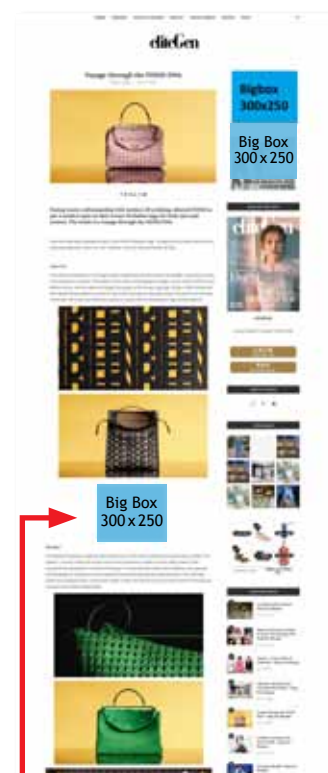


Sponsored Content

Article and pictures provided by advertiser



In-Article Outstream Video



In-Article Big Box



eG Express column in Sing Tao Headline



eliteGen offers more than four collectible, coffee-table-worthy publications per year, alongside a continuously updated digital presence at eliteGen.ca. We also curate the **eG Express column**, delivering timely lifestyle news every week in our sister publication, **Sing Tao Headline**—a glossy general-interest weekly magazine distributed at 100+ locations across Ontario every Saturday. This exclusive column showcases the latest in fashion, travel, beauty, dining, wines, and spirits, offering a curated selection of must-know updates to a broader audience.



Perfect for new launches, special events, and brand spotlights, eG Express provides an excellent platform for quick and effective exposure. In addition to premium ad placements adjacent to the column, we offer sponsored content collaboration opportunities, allowing brands to seamlessly integrate their messaging into a trusted editorial format—reaching affluent, style-savvy readers eager for the next big trend.

