



media kit 2024



"It's a fine balance between acknowledging it's a great country (that's why we chose it!) but at the same time there are a few things you'd like to change"

24 | Kazakhstan

"The hardest part has been missing the sights, smells and sounds of home, battling pangs of nostalgia and finding new ways to connect to my roots."

49 | China

"I'm looking for the stories that are inbetween. You get success stories and horror stories but not the real, everyday stories."

32 | Philippines

Introducing a new **luxury media brand** that celebrates **inspiring newcomers** and the **diverse cultures** that define modern Canada

"We all want to read that somebody has made it, genuine stories. The other thing I'm interested in is how other people come and bring their culture."

44 | Nigeria

"The ideal publication would be a balance of telling the personal stories, whether it's successes or failures, plus practical things to know – without sugar-coating it."

39 | South Korea

"The hardest part is feeling neither here nor there, finding my place in new cultural landscape."

34 | India



media kit 2024

SJC

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369 GLOBAL

Following announcements earlier this year, SJC and 369 Global are thrilled to announce the official launch of 3 magazine.

Our luxury multi-media brand celebrates Third-Culture Individuals (TCIs), newcomers to Canada, first-generation (and beyond) Canadians and the culturally curious.

3 is available via print, digital, newsletter, and on social media.





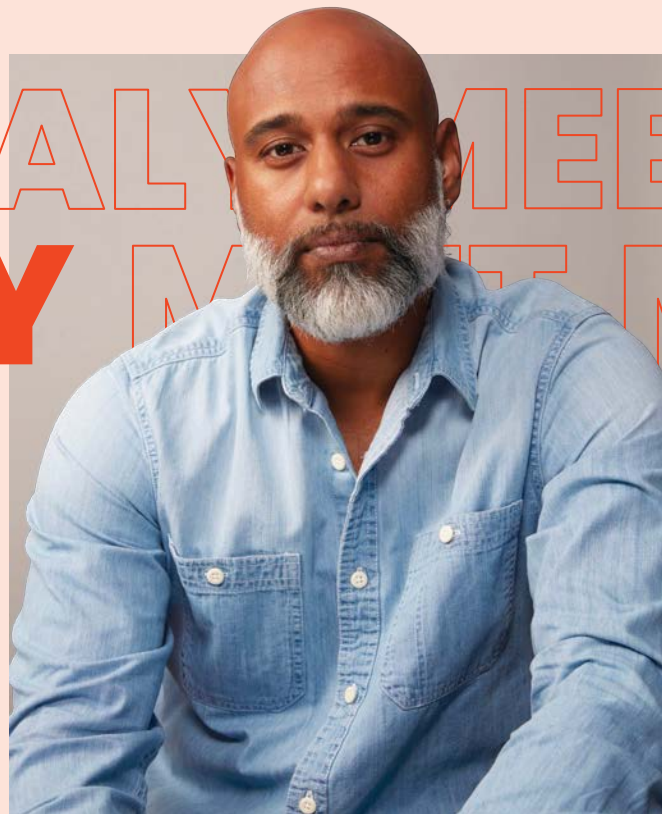
MEET MURALY



Co-Founder and Publisher

3 magazine was born from a deep recognition of a gap in the Canadian media landscape – a need for a platform that truly celebrates and explores the intersection of culture, lifestyle, business and innovation.”

Muraly Srinarayanathas is the co-founder and executive chairman of 369 Global, a group of companies with business interests in skills training and workforce development. 369 Global also works in media and communications, and global market facilitation with innovative, inclusive, and scalable approaches to training and business while preparing clients to address global challenges.





“Our readers are educated, highly engaged in their communities at home and abroad, and always interested in learning about the next big thing, whether that's in business, tech, culture, style, food or design.”

–Stacy Lee Kong
EDITOR-IN-CHIEF

3 weaves together topics from identity to innovation. With deeply reported stories, thought-provoking columns, insightful profiles and style features, its content challenges and inspires.



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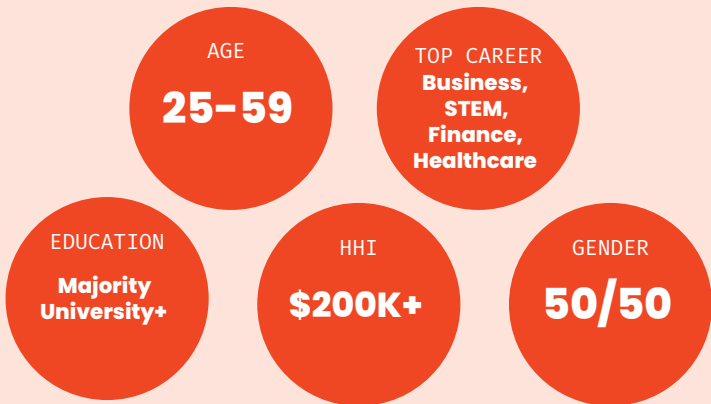
AFFLUENT, INFLUENTIAL AND INFORMED

/PRIMARY

TCIs who draw from multiple cultures to inform their identity. They are influential in their communities and inspire both new and acclimated Canadians.

/SECONDARY

Affluent newcomers who have come to Canada in adulthood, as well as second- and third-gen Canadians whose childhoods were heavily influenced by their parents' and/or grandparents' ties to another country.



OUR AUDIENCE AUDIENCE OUT





We offer readers inspiration, information and intriguing stories that are as layered and multifaceted as they are, providing a window to both the world they inhabit and the places they dream of.



STYLE



POLITICS



TECH

OUR CONTENT



HEALTH



FOOD



TRAVEL



BUSINESS



Endorsements

Recommendations from notable newcomers or second-gen individuals on must-see / do / read / listen activities

Third Degree

Q&A sessions with fascinating individuals from various fields

Dispatches

Thought provoking opinion columns from a rotating roster of writers.

Profiles

Featuring cool, entrepreneurial and interesting immigrants and diasporic individuals

Great Spaces

Visual tours of innovative homes or workspaces

Trend Features

Stories that explore the latest in art, food, tech, culture and travel

EDITORIAL PILLARS



STORIES / WINTER 2024



Migration Stories

A look at the evolving concept of home in an increasingly mobile world.

Innovation Brain Drain

Why talented immigrant entrepreneurs are leaving Canada, taking their groundbreaking ideas elsewhere.

Happy Place

Third-culture decor in a stunning Toronto High Park home.

Taking Back the Slopes

How racialized skiers are forming their own organizations to develop and fund bougie resort trips.

Chinese Fashion's Global Ambitions

The designers behind China's increasing importance in the world of global fashion.

+ The art, literature, design, food and tech trends we can't stop talking about



DIGITAL

PODCAST



PRINT

SOCIAL

EVENTS

TO LIFE. **BRINGING 3** TO LIFE. BRI
IFE. BRINGING 3 **TO LIFE.** BRINGI



media kit 2024

PRINT

A **Luxury** Reading Experience Every Quarter

50K
COPIES

A luxury magazine crafted on premium stock, 3's exclusive distribution of 50,000 includes targeted direct mail, distribution via newsstands and via strategic partnerships and events. It's also available by subscription.

CIRCULATION	50,000 Copies
FREQUENCY	Quarterly
DISTRIBUTION	<ul style="list-style-type: none"> • Targeted direct mail • Newsstands • Strategic partnerships • Experiential & Events





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threemagazine.com

Experience 3 magazine digitally at threemagazine.com, where the print edition's stunning content meets unique online exclusives. As we launch, enjoy unrestricted access to all our articles—no paywall, just pure discovery.

3 Newsletter

Delivered weekly to subscribers, our newsletter spotlights the latest and most engaging stories from our site, bringing a curated selection of content directly to readers' inboxes.

META, LinkedIn & WhatsApp

3 is on the Meta platforms for broad, demographic-targeted outreach, LinkedIn for professional and industry-specific engagement, and WhatsApp for its widespread use among our audience.

DIGITAL





AD UNIT	1X RATES (NET)	3X RATES (NET)
FULL-PAGE	\$20,460	\$18,414
DPS	\$37,851	\$34,066
OBC	\$25,575	-
IBC	\$22,506	-
IFC SPREAD	\$47,314	-
	WINTER 2024	SPRING 2025
SPACE CLOSE	OCT-21-2024	TBD
MATERIAL CLOSE	NOV-01-2024	TBD
INSERT DUE	NOV-14-2024	TBD
IMPACT DATE	DEC-02-2024	MAR-03-2025





Third Culture Leaders

Third Culture Leaders is a monthly podcast hosted by 3's co-founder and publisher, Muraly Srinarayanathas. Each episode provides an in-depth exploration with a prominent Third Culture Leader, illuminating how they skillfully navigate multiple cultural landscapes, leveraging their diverse background to drive innovation and change.

Advertisers have the opportunity to connect with our listeners through podcast sponsorships, which include pre-roll, mid-roll, and post-roll brand mentions by the host. Additionally, there's the option to sponsor an entire episode, which allows for the integration of a representative from your company/brand as an interviewee, providing a seamless and impactful way to connect with listeners and amplify your brand's message within the context of relevant content.

ADVERTISING

- Host brand mention (Up to:30s)
 - Pre-roll
 - Mid-roll
 - Post-roll
- Sponsorship with guest integration

PODCAST

third culture leaders.

MURALY SRINARAYANATHAS





3 EVENTS

SIGNATURE EVENTS

Following 3's successful launch event at the Aga Khan Museum on September 3rd, which brought together more than 500 distinguished guests, we will continue to offer advertisers unique event opportunities, allowing them to activate their brands in environments that bring to life the essence of 3 magazine.





Become a Strategic **Launch Partner**

We are committed to the power of collaboration and are actively seeking premium brand partners from diverse sectors to join us as official launch partners during our first year in market.

As a launch partner, your brand will be intricately woven into our comprehensive launch strategy, ensuring prominent visibility across all promotional stages.

This partnership not only positions your brand at the heart of our launch but also part of a wide-reaching promotional campaign through SJC's network or publishing brands. This includes digital marketing, social media endeavors, and more, all designed to captivate and broaden 3's audience while engaging with affluent newcomers.





JOIN US

**THIS IS ONLY
THE BEGINNING**

CAMERON WILLIAMSON
VP Client Solutions
cameron.williamson@stjoseph.com