



media kit





media kit 2025

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





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SJC

×



369 GLOBAL

3 is a multi-media lifestyle brand for modern tastemakers living in Canada and abroad. 3 celebrates global thinkers, Third-Culture Individuals (TCIs), first-generation (and beyond) Canadians and the culturally curious.

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





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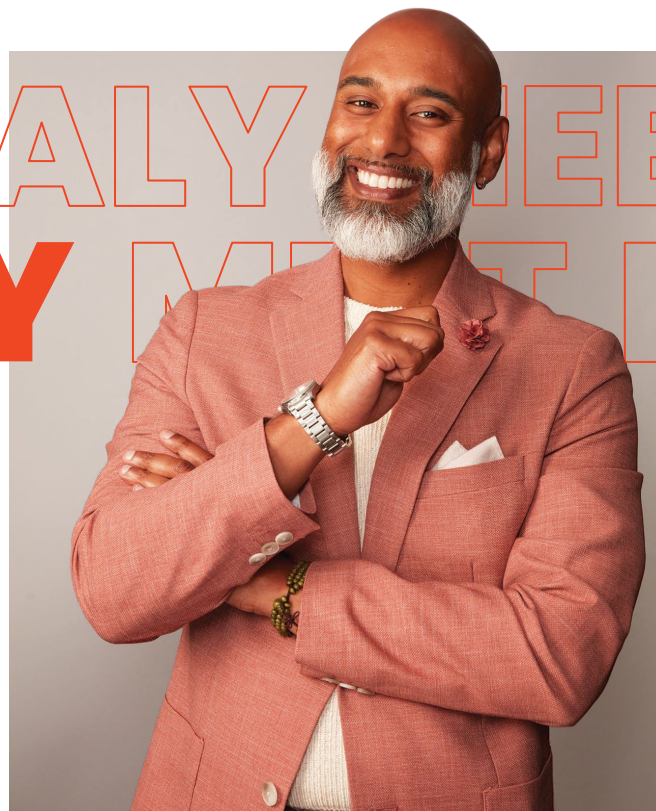
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Co-Founder and Publisher

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.





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Where Affluence Meets Influence

Reaching an affluent, diverse, and highly educated audience offers significant advantages, including increased purchasing power, greater brand loyalty, and the ability to influence key decision-makers across various industries.



EDUCATION

Majority
University+

AGE

20-34: **23%**
35-49: **21%**
50-64: **18%**

TOP CAREER

**Business,
STEM,
Education,
Management**

HHI

\$280K+

GENDER

50/50

OUR AUDIENCE AUDIENCE OUR





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OUR CONTENT

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



FASHION



STYLE



FOOD



CULTURE



IDEAS



PROFILES

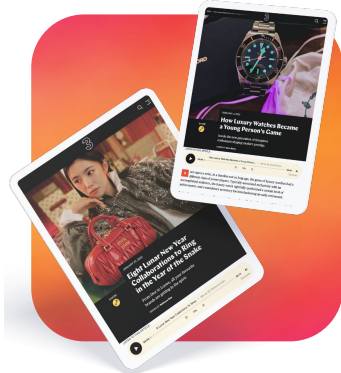


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DIGITAL



PRINT



SOCIAL

PODCAST



EVENTS

TO LIFE. **BRINGING 3** TO LIFE. BRI
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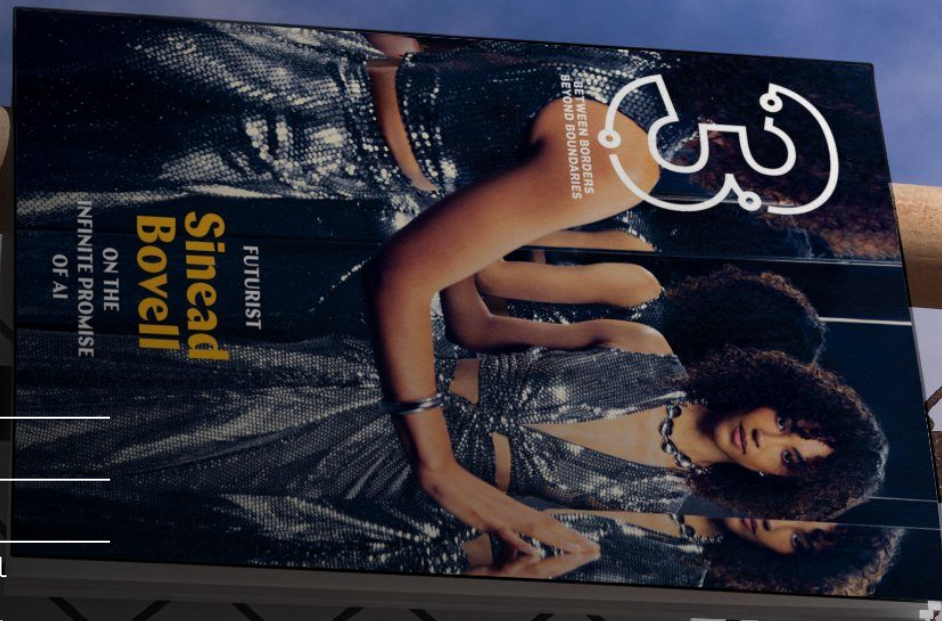
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PRINT

A **Luxury** Reading
Experience Every Quarter

25K
COPIES

A luxury magazine crafted on premium stock, 3's exclusive distribution of 25,000 includes targeted direct mail to Canada's most desirable neighbourhoods, distribution via newsstands and via strategic partnerships and events. It's also available by subscription.



CIRCULATION	25,000 Copies
FREQUENCY	Quarterly
DISTRIBUTION	<ul style="list-style-type: none">• Targeted direct mail• Newsstands• Strategic partnerships• Experiential & Events



AD UNIT	1X RATES (NET)	3X RATES (NET)
FULL-PAGE	\$14,322	\$12,890
DPS	\$26,496	\$23,846
OBC	\$20,460	-
IBC	\$16,880	-
IFC SPREAD	\$35,486	-

	WINTER 2025
SPACE CLOSE	OCT-21-25
MATERIAL CLOSE	OCT-31-25
INSERT DUE	NOV-12-25
IMPACT DATE	DEC-04-25

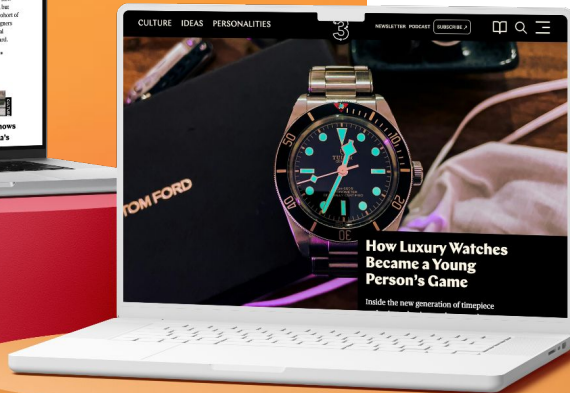
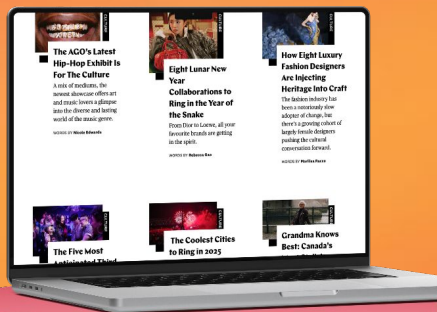




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WEB

threemagazine.com



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

ADVERTISING OPPORTUNITIES

Display Ads: Place your brand alongside quality content with our strategically positioned ad units. Opt for a site-wide campaign or focus your ads on specific themes to align with your marketing goals.

Sponsored Content: Integrate seamlessly into the narrative of 3 Magazine. Collaborate with our creative team to craft bespoke digital articles that resonate with your objectives and engage our readers.



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EMAIL

DISPATCHES NEWSLETTER

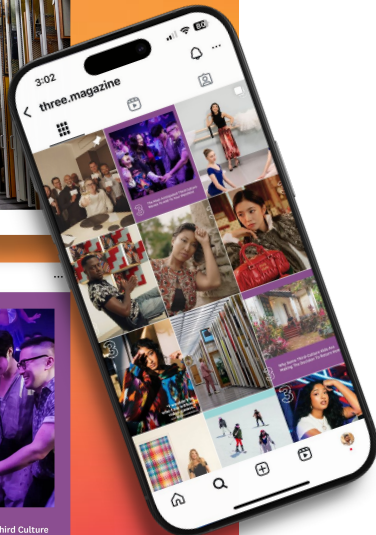
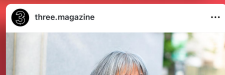
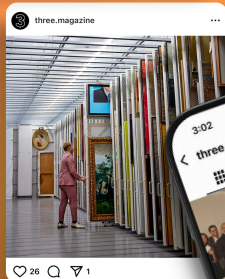
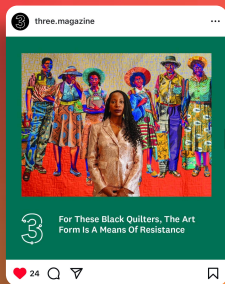
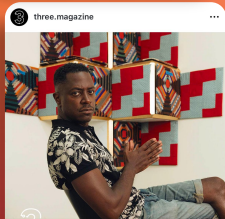
Delivered weekly to subscribers, our newsletter spotlights the latest and most engaging stories from our site, bringing a curated selection of content directly to readers' inboxes.

ADVERTISING OPPORTUNITIES

Display Ads: Position your brand prominently within our newsletter. Strategically placed ad units ensure your message is seen alongside high-quality content.

Newsletter Sponsorship: Take center stage with a sponsorship of our newsletter. This opportunity can include prominent logo placement, product highlights, and sponsored content integrations, giving your brand significant exposure.





SOCIAL

Facebook, Instagram & LinkedIn

3 is on the Meta platforms for broad, demographic-targeted outreach and LinkedIn for professional and industry-specific engagement.

ADVERTISING OPPORTUNITIES

Sponsored Content: Collaborate with our branded content team to craft custom social content tailored to your marketing objectives. Designed to blend seamlessly with our feeds, your sponsored content will capture the attention of our followers. This is coupled with a robust paid social campaign to amplify your message effectively to the right audience.



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CONTENT

Branded Content

Storytelling is what we do. Let us use our editorial expertise to create content that elevates your brand and ensures engagement with our audience. Through deep collaboration, our team of creatives and project managers will build an editorial partnership that drives your objectives.

Integrated Editorial: Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content. The voice, look and feel of the content will match 3's style.

Sponsored Content: Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations. The voice, look and feel of the content itself will differ from 3's style.

STARTING FROM \$12,000





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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.

ADVERTISING

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

PODCAST





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3 EVENTS

SIGNATURE EVENTS

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



WORK WITH US



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