

flare celebrates 25years flare celebrates 25years flare celebrates 25years



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FLARE 25th
CANADA'S FASHION MAGAZINE

Canada's Fashion & Beauty Magazine

2004 - A year to remember

FROM THE PUBLISHER

Canada's best selling and most widely read fashion magazine, is turning 25 in 2004. First published as Miss Chatelaine in 1964, the magazine changed its name in 1979, and has grown into the major voice of fashion, beauty and style it is today.

FLARE reaches 1.7 million readers every month, and continues to be Canada's #1 Fashion Magazine.

Join us during 2004 for all the festivities. It's going to be a year-round celebration with the BIG issue in September 2004. And, of course, FLARE will be hosting a spectacular party next Fall, so stay tuned for more details!



David Hamilton
Publisher, FLARE Magazine
Vice-President, Rogers Publishing



12 MONTHS OF ADVERTISING PROMOTIONS & SPECIAL EVENTS. DON'T MISS IT!

What can advertisers expect from FLARE in 2004?

MAGAZINE PROMOTIONS

FLARE will be everywhere in 2004. Look for our outdoor, television, web and radio campaigns in major Canadian cities.

ADVERTISING PROMOTIONS

Advertisers will have more options for promoting their brands and reaching their target audience. Create an exclusive 25th anniversary ad or advertorial, or contribute to our '25 Gifts' program: a monthly ad promoting our exclusive advertiser giveaways and contests.

PUBLIC RELATIONS

Every month, the marketing team will reach out to over 150 print, radio and tv outlets from across the country, updating them on the latest stories from inside *FLARE*.

EVENTS

FLARE events are always a hot ticket! In 2004 look for more in-store events, exclusive cocktail parties, seminars, sponsored fashion shows...and the biggest event of all will be our 25th anniversary party in September 2004. The who's who from Canada's fashion, beauty, film and entertainment industries will be at our fabulous bash. Advertisers are invited to participate by sponsoring the event or contributing to our exclusive gift bag.

WEB PROMOTIONS

FLARE.com is the destination of choice for stylish Canadian women. 2004 will unveil new online contests, special 25th anniversary features and retrospectives, exclusive interviews and timely trend reports you need to have.

CONTESTS

Our readers love prizes and *FLARE* knows how to reward them. Every month we will be rewarding our readers with bigger prizes and even more contests!

CIRCULATION MARKETING

Look for more retail and subscription promotions from our dedicated circulation department.

CO-PROMOTIONS & ALLIANCES

Every year, *FLARE* chooses a select few advertisers to work with on cross-promotions and alliances. 2004 is no exception so look for the launch of several innovative programs. Get ready!



How can advertisers get involved?

PARTY Be a sponsor at our September 2004 party or make a contribution to our exclusive gift bag

WEB Participate in a flare.com 25th anniversary contest or customized promotion

SAMPLING Sign-up for our monthly sample giveaway

ADVERTORIAL Work with a sales rep and our creative team to develop an efficient and personalized ad

25 GIFTS Every month *FLARE* will be giving readers a chance to win 1 of 25 exclusive gifts

25th ANNIVERSARY AD Develop your own customized celebratory ad

PRIZE PACKAGE Donate prize packages for Flare events

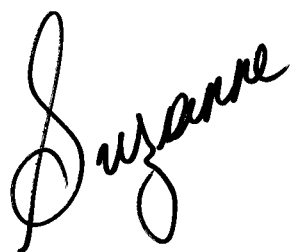
NEED MORE IDEAS:

Contact *FLARE* directly and let us help you develop an advertising and promotions plan that will reach your target audience during our 25th anniversary year.
(416) 764-2863

FROM THE EDITOR

2004, FLARE's 25th anniversary year, promises to be a year of incredible firsts. FLARE editors have their bags packed, and are ready to travel coast-to-coast to uncover even more of the exclusive fashion, style, beauty and entertainment stories readers have come to expect from the Number 1 fashion magazine in Canada. From the unveiling of our fabulous new 25th anniversary section in the January issue, to our best-of-Canada September issue, and an ongoing series of special editorial events, our silver anniversary is going to be smashing.

FLARE will indeed be there and so will you when you join us to celebrate 25 years of great Canadian style.



Suzanne Boyd
Editor-in-Chief, FLARE Magazine



New editorial for 2004!

CROSS CANADA FOCUS

Watch for exceptional stories and fabulous photos from our favourite Canadian cities. From St. John's to Victoria, *FLARE* will be there in 2004!

COOL CANADIAN FASHION

There is much to be proud of in Canadian fashion, and we're telling it all! Look for monthly features that are sure to keep you First in Fashion.

GUEST COLUMN

We are inviting special guests to pen a *FLARE* column and share their unique Canadian stories. Fashion, style, beauty, entertainment, gossip, and more!

A LOOK BACK

Every month we will take a look back and share some heart-felt moments and amazing photos from the *FLARE* archives.

WIN, WIN, WIN!

Brand new reader contests, one-of-a-kind prizes, and access to stylish events! 2004 will be a year to remember.

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FLARE FACTS

FLARE IS THE #1 FASHION AND BEAUTY MAGAZINE CHOICE IN CANADA

FLARE IS CANADA'S #1 SELLING FASHION MAGAZINE, FOREIGN OR DOMESTIC

FLARE REACHES MORE THAN 1.4 MILLION WOMEN EVERY MONTH

FLARE IS THE MOST COST-EFFICIENT WAY TO REACH ENGLISH WOMEN AGE 20-44

FLARE.COM IS WHERE CANADIAN WOMEN GO TO FOR THE LATEST FASHION, BEAUTY, STYLE AND ENTERTAINMENT INFORMATION ONLINE

SOURCE: PMB 2003



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