




DOLCE

MEDIA KIT 2023

A woman with long dark hair is the central figure, wearing a striking teal gown. The gown features a high, ruffled collar, long puffed sleeves with gathered cuffs, and a bodice and skirt heavily embellished with intricate beading and sequins. She stands in a grand, classical-style interior with dark wood paneling, a large ornate mirror, and a chandelier. Her right hand is on her hip, and her left arm is extended, touching a wall.

*Dolce Magazine:
the honey of life*



No matter how great the dream is,
the bee is a symbol that we can accomplish
anything we put our minds to.

Audience

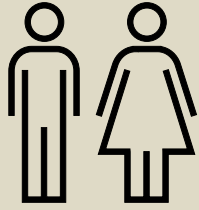
For more than two decades, *Dolce Magazine* has been capturing the minds and hearts of readers across the globe with our captivating features and exclusive profiles. With print and digital distribution, as well as expansive social media channels, *Dolce* has evolved to maintain our commanding position across all mediums.

Our goal at *Dolce* is to bring luxury into everyday life. From products, to people to locales, our thoughtfully curated selection paired with our strict adherence to a quality product appeal directly to our audience and have them coming back for more with each issue.



Demographics

PRINT



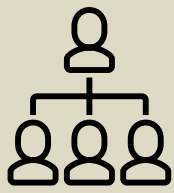
Male/Female
52/48



Average Age
49



Average
Household Income
\$988,000



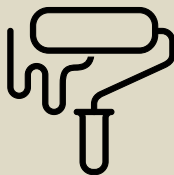
Top Management
50%



Travel Up to 10
Times Per Year
68%



Dolce Influences
Buying Decisions
82%



Spend Average \$250,000
on Interior Design
78%

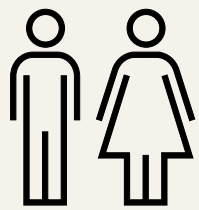


Upgrading & Renovating
Living Spaces
89%



Keep *Dolce* Longer
than 8 Months
88%

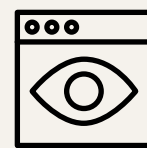
DIGITAL



Male/Female
55/45



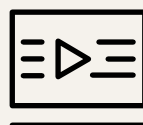
Average Age
39



Average Page Views
2.26 mins.



Top Markets
**Toronto, New York,
Vancouver,
Los Angeles, Miami**



Key Drivers
**Exclusive Features,
Short Video, Daily News**



50%
of Viewers Come from
Social Media Link

Distribution

Our successful distribution model puts *Dolce Magazine* in the hands of high-net-worth individuals across the globe via North American distribution, partnerships with luxury hotels in Europe, airport lounges and a VIP subscriber list.

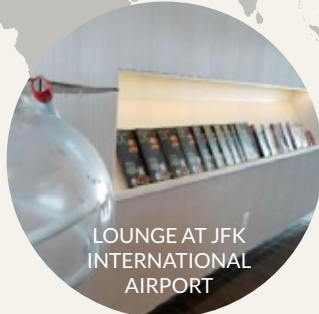
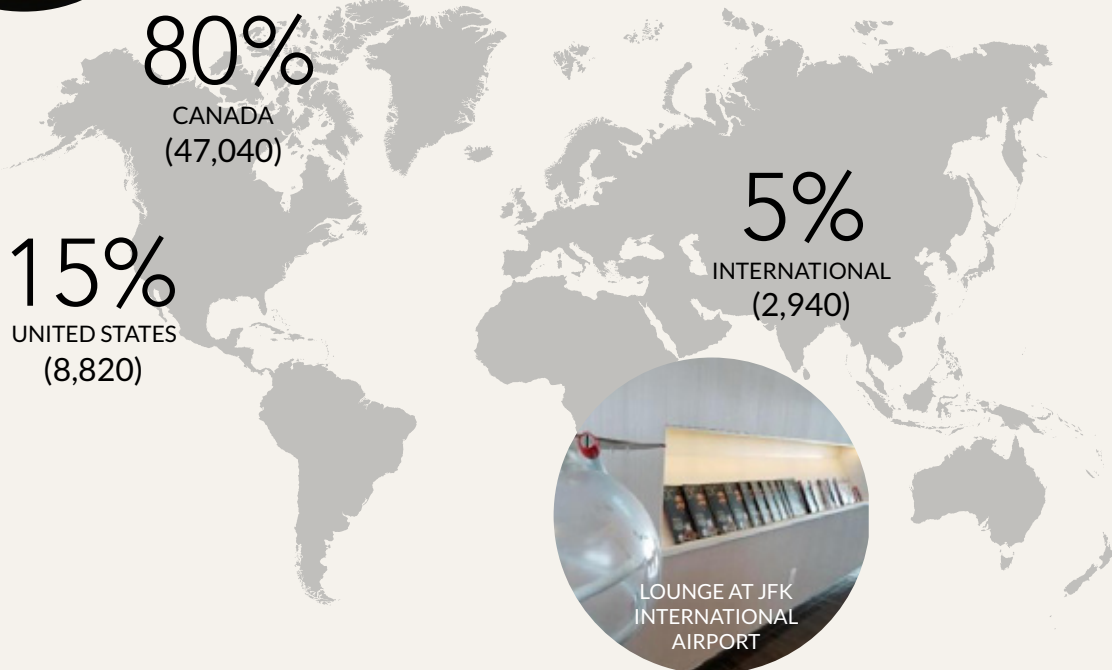
PRINT

READERSHIP

367,000
(58,800 copies/edition)



45 PARK LANE HOTEL
IN LONDON



LOUNGE AT JFK
INTERNATIONAL
AIRPORT

DIGITAL SCREEN
WITH LOOPING
ADVERTISEMENTS



EXCLUSIVE
PARTNERSHIP
WITH
PUSATERI'S
FINE FOODS

HOUSEHOLDS (TORONTO ELITE)

Bayview & York Mills, Downtown
Oakville, Hoggs Hollow, Kleinburg/
Vaughan Estate Homes, Leaside,
Lytton Park, Mississauga Estate Homes,
Moore Park, Rosedale, Forest Hill,
The Bridle Path, Yorkville

EXCLUSIVE PICKUP PUSATERI'S FINE FOODS

Yorkville
Bayview Village
Saks Food Hall in Sherway Gardens
Avenue Road

PRIVATE MEMBERS' CLUB

The National Club

NORTH AMERICAN AIRLINE VIP LOUNGES

Air Canada Maple Leaf
NY LaGuardia
NY Kennedy
Dallas/Fort Worth
Washington
Miami
Chicago
Atlanta
Los Angeles
San Francisco

INTERNATIONAL AIRLINES AT JFK

Air France
British Airways
Korean Air
Lufthansa
Virginia Atlantic
LATAM

Aerolineas Argentinas
Copa (JFK & Panama)
Avianca (JFK & Bogota)

HOTELS BY CITY

TORONTO
SOHO Metro Politan Hotel
SOHO Metro Residence (SMR)
OTTAWA
SOHO Metro Residence (SMR)
Lisgar
SOHO Metro Residence (SMR)
Champagne

LONDON

45 Park Lane Hotel
Four Seasons at Park Lane
M by Montcalm Hotel
Montcalm Hotel
Sheraton Park Lane
The Savoy Hotel

PARIS

Four Seasons George V Paris
Le Bristol Paris
Le Meurice
Ritz Paris
Shangri-La Hotel, Paris

ROME

Autograph Collection
Boscolo Exedra Roma
Rome Cavalieri, Waldorf Astoria
Grand Hotel Plaza
Hotel Indigo Rome - St. George
Hotel St. Regis - Le Grand Hotel



Dolce's Exclusive
Build-Your-Own
Curated Box
La Dolce vita
in a box

www.shopdolce.ca



DIGITAL



Magzter.com is the largest and fastest-growing digital platform for magazines, books and newspapers on the planet. By joining this global service, *Dolce Magazine* opens your brand to more than 24 million digital consumers across the world.



Dolce Magazine is also available on **issuu.com**, the world's largest electronic publishing platform with more than 80 million monthly readers.

All our advertiser ads contain a clickable link which transforms your ad into an engaging experience and drives traffic to your web site. Readers can click on your url. Links drive action and this allows you our advertisers to create a responsive offer or product for potential customers.

DIGITAL NEWSSTAND
100+ million
digital consumers

International VIP Airport Lounges



AIRLINE VIP CLUBS DISTRIBUTION

These exclusive VIP lounges have an affluent client base • High readership • Access to large airports & airport hubs throughout the United States

Aerolíneas Argentinas	British Airways	LATAM
Air France	Copa (JFK & Panama)	Lufthansa
Avianca (JFK & Bogota)	Korean Air	Virgin Atlantic

Atlanta	Fort Lauderdale, Fla.	Orlando, Fla.	Santo Domingo, Dominican Republic
Austin, Texas	Guam	Philadelphia	Seattle
Boston	Honolulu	Phoenix	Tucson, Ariz.
Cleveland	Los Angeles	Portland, Ore.	
Dallas	Minneapolis	San Antonio	
Donner, Cal.	New York	San Diego	

2,429,418 AUDIENCE/MONTH

(total passengers passing through and staying 30 minutes or more — all airlines, all terminals in program)

Benefits of Airline VIP Lounges Distribution:

- **Extensive Exposure, Visibility and Brand Awareness**

- Reaches both target audiences:
 - Readers/Consumers
 - Advertisers
- Advertising sales efforts benefit from the expanded visibility of the publication in a high-traffic, high-demographic, long-stay-time environment — most desirable traits for advertisers

- **Excellent Demographics**

- **Occupation of Audience:**
 - Executive/Senior Management
 - Professional
 - Sales/Buyer

- **Income:**

- More than 80% of this audience has an annual income level above \$100,000

- **Average Time Per VIP Club Visit:**

- More than 1 hour: 35%
- 30 minutes to 1 hour: 53%
- Less than 30 minutes: 12%

- **Per Copy:**

- Demonstrated average: 13.8 RPC
- This is a higher RPC than for other public places (which have an 11+ average RPC)
- A distribution plan of 5,000 copies translates to 69,000 effective readers (high demo) per issue



PLEASE CALL 905-264-6789 OR VISIT WWW.DOLCEMAG.COM TO ADVERTISE

Rates: Digital Placements

Position your brand at the forefront and boost your online presence through our digital platform reaching prominent individuals around the world.

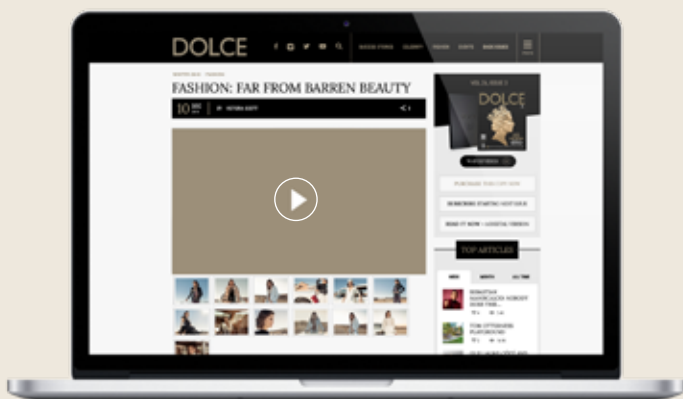


CUSTOM ADVERTORIAL
(Inquire for pricing)



ROTATING BANNER 728 px X 90 px
(Inquire for pricing)

BIG BOX AD 300 px X 235 px
(Inquire for pricing)



VIDEO*
(Inquire for pricing)
*Video production not included

Rates: Video Production

Connect with your audience with a custom video produced by Dolce Media Group.



Videos build trust, and viewers learn about your company by viewing your content in a non-intrusive way. By providing interesting and useful information, videos have the power to grow brand awareness and ensure confidence in customers when making a purchase.

VIDEO: (Inquire for pricing) - You will receive one edited video in 2 formats, one for the web and one for social media.

Make your print ads come alive! Dolce Media Group will produce, film, and edit a video that will engage viewers by introducing the brand and expanding on some of the topics outlined in your print advertorial. Expand on your print ad with a video component by adding a QR code that will link directly to this video from the print advertorial. Highly impactful and very engaging.

Rates: Social Media Content

Through strategic trending and targeting techniques, your brand will reach essential demographics and untapped markets.

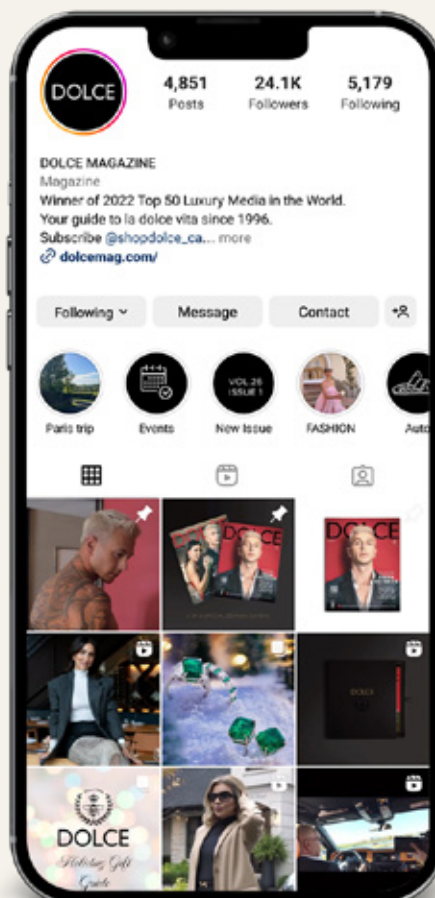
@DolceMag

At *Dolce Magazine*, we use various social media outlets to connect with our community and international audiences. Our content is pertinent and informative to ensure our followers are up to date with the latest in news, business, trends and events.

Our team of experts produces engaging content that comes in many forms, including graphic design, copywriting, photography, and audio and visual production. We maximize our social media presence by exploring networks such as Facebook, Twitter, Instagram, Snapchat, Pinterest and more.



CUSTOM-SPONSORED POSTS
(Inquire for pricing): 4 Stories & 4 Posts



THE HONEY OF LIFE

From cover to cover, *Dolce Magazine* reveals a luxurious wonderland brimming with beauty, elegance and style. With each turn of the page, discover the fashion, jewelry and art that make this life so sweet.



As seen in *Dolce Magazine* 2022 Volume 26 Issue 3
fornasetti.com



As seen in *Dolce Magazine* 2022 Volume 26 Issue 2
districtadesign.com



As seen in *Dolce Magazine* 2022 Volume 26 Issue 2
1stdibs.com

As seen in *Dolce Magazine* 2022/2023 Volume 26 Issue 4



Our exclusive partnerships with hotels and VIP airports in Europe result in a high rate of 54,000 readers per issue.



DOLCE MAGAZINE
RECOGNIZED AS
**WINNER OF THE TOP 50
BEST LUXURY MEDIA
IN THE WORLD 2022**



WINNER
2022
BEST LUXURY MEDIA
IN THE WORLD

Dolce Media Group Media Agency Creative Services

With a wealth of services and offerings, Dolce Media Group has everything on hand to help you create and maintain your brand or company with award-winning results.



SUMMIT
Creative Awards
GOLD WINNER

- | | |
|----------------------------------|---|
| Advertising and Marketing Agency | Public Relations |
| Branding and Design | Search Engine Optimization |
| Creative Direction and Design | Social Media |
| Custom Publishing | Sponsorship and Events |
| Digital Marketing | Strategic Planning |
| Digital Stand-alone Screens | Video Brochure |
| Email Marketing | Video Production |
| Media Planning | Web Design and Development |
| Package Design | Wordpress Design Developer |
| Photography | Writing, Copy Proofreading
and Fact-checking |
| Print Design and Production | |



AVA
Digital Awards
GOLD WINNER



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Digital Awards
GOLD WINNER

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The Watermark hardcover brochure and video brochure package

www.stoneislandcayman.com



For two decades,
Dolce Magazine has been
 the authoritative guide
 to the sweet life

27 YEARS STRONG

Join an illustrious
 publication with a taste
 for luxury and
 a pedigree for success



Welcome to the world of Dolce Media Group — a world made of luxury lifestyle publications targeted at those who appreciate the good life. The philosophy behind *Dolce's* publications is simple. With excellent writing and spectacular photography, each magazine showcases the best of Canadian and international luxury lifestyles — from the environment we enjoy to the homes we live in, and the quality of life we cherish – designed to help our readers experience magnificence stories. For the past 27 years, we've been connecting luxury brands with the right audience. Each issue of *Dolce Magazine* celebrates a zest for living, sparks an exchange of ideas and explores new experiences for the sophisticated reader who appreciates the finer things in life. Readers will learn about what's hot and where to shop in town or abroad. With each new issue, readers discover exciting new things to experience, see and taste. Editorial features include exclusive destinations, top restaurant reviews, entertainment, the latest designer fashions, luxury cars, distinctive beauty products and other must-have items, as we continue to cover all areas of luxury lifestyles.

Michelle Zerillo-Sosa,
 Co-founder/editor-in-chief

Fernando Zerillo,
 Co-founder/art director

DOLCE

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