COMING SPRING 2019, RATHNELLY GROUP MEDIA, PUBLISHER OF BAY STREET BULL, IS PROUD TO INTRODUCE ITS NEWEST NICHE LIFESTYLE MEDIA BRAND TO CANADA: GLORY

COVERING THE INTERSECTIONS OF SPORTS, HEALTH AND WELLNESS WITH DIVERSE KNOWLEDGE AND ADVICE-BASED CONTENT, GLORY IS ONE-OF-A-KIND IN THE CANADIAN MEDIA LANDSCAPE.

LAUNCHING NATIONALLY IN PRINT, DIGITAL, AND ACROSS ALL SOCIAL PLATFORMS, GLORY WILL DISTRIBUTE TWO MAGAZINES IN ITS INITIAL YEAR, FOLLOWED BY A QUARTERLY CALENDAR IN 2020.
GLORY / PRINT DISTRIBUTION

<table>
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<tr>
<th>CIRCULATION</th>
<th>WHERE</th>
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<tr>
<td>50,000</td>
<td>THE GLOBE &amp; MAIL</td>
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<tr>
<td>2,000</td>
<td>AIR CANADA LOUNGES WORLDWIDE</td>
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<tr>
<td>2,000</td>
<td>ELEVATED SPACES</td>
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THE GLOBE & MAIL DISTRIBUTION BY MARKET

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<td>TORONTO</td>
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THE GLOBE & MAIL DEMOGRAPHICS

- 58% MALE
- 42% FEMALE
- 15 YEARS AVERAGE AGE OF READERSHIP
- 95% UNIVERSITY EDUCATED
- $172K AVERAGE INDIVIDUAL INCOME
- $286K AVERAGE HOUSEHOLD INCOME

AIR CANADA LOUNGE DEMOGRAPHICS

- 78% MALE
- 26% FEMALE
- 35-54 YEARS AVERAGE AGE OF READERSHIP
- 46% AVERAGE HOUSEHOLD INCOME: $100K-$200K
- 40% AVERAGE HOUSEHOLD INCOME: $200K
- 40% HOLD SENIOR MANAGEMENT POSITIONS

AIR CANADA LOUNGES TRAFFIC: 350K-375K PEOPLE PER MONTH
What does it take to be the best? From coaches to athletes, GLORY speaks to some of the brightest leaders in the sporting community. This spring, the inaugural Champion’s Issue explores the idea of greatness, and what Canadians can learn from these icons. With special emphasis placed on the importance of diversity and visibility, the Champion’s Issue will showcase inspiring stories from female champions and LGBTQ+ trailblazers. Outside of this, the magazine will assist Canadians in their journey to peak resolution optimization through GLORY’s advice-based content featuring athletes and trusted experts covering food and nutrition, fitness, sexual health, and aging.

Elsewhere, GLORY’s guide to the best gear, fashion, and tech help you get a competitive edge on the year ahead.

**SPRING**

*THE CHAMPION’S ISSUE*

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**SPRING**

*Ad Close: March 15, 2019*

*Material Deadline: March 22, 2019*

*Market Impact: April 15, 2019*

**FALL**

*THE BRAIN AND BODY ISSUE*

Mental health continues to be an important topic, as society pushes towards open communication in an effort to break down stigma. Coinciding with Canadian Mental Illness Awareness Week and World Mental Health Day, GLORY explores mental health’s effect on Canadians and the sports and wellness communities, along with the food and practices recommended for peak cognitive performance. Going further, The Brain and Body Issue explores wellbeing through the world of addiction (food, technology, alcohol, drugs, etc) and the self-love movement. As the year draws to a close, GLORY also takes a step back to reflect and re-assess what we value and prioritize.

**FALL**

*Ad Close: August 23, 2019*

*Material Deadline: August 30, 2019*

*Market Impact: September 23, 2019*

Note: Covers portrayed are initial conceptions and not the final versions of the magazine.
GLORY.media Digital covers the latest in sports, lifestyle, and wellness targeted at millennials aged 18 to 34. From a weekly newsletter to social media to video, as well as a website populated with daily content, GLORY.media will be the go-to for luxury, sports-lifestyle.

DIGITAL FEATURES

THE ROUNDUP
Weekly highlights on the latest in sports news

THE 5 Ws
Capturing trends in health and wellness; who is doing it, what it is, where it popped up, when it popped and why.

WELLNESS WORKOUT
How to give the mind and body a break

RECIPE OF THE WEEK
A step-by-step process on how to make wholesome, healthy and fulfilling dish, from one of Canada’s best restaurants

PEAK PERFORMANCE
Taking a look at the strength and science behind athlete’s exercise techniques for peak performance

360 CAMPAIGNS

GLORY prides itself on its ability to reach its audience exactly where they want us. Through events, print magazines, digital, e-blasts, e-newsletters, video, and social media. GLORY works with brands to create 360–campaigns to reach Canada’s most influential and affluent audience as they go through their daily lives.

WHAT GLORY CAN OFFER
• Glossed inserts
• Print advertising
• Online site takeovers
• Print and online branded content
• Sponsored newsletter
• Social media and influencer strategy
• Print and online coverage
• On-site event activations
• Branded Video

Fred VanVleet, 24
Athlete, Toronto Raptors

From the very base of it, Raptors point guard Fred VanVleet doesn’t look much like your typical NBA star. But perhaps that is what the diminutive 24-year-old native of Rockford, Ill. wants you to think.

As we sit around during a photo shoot at the Air Canada Centre practice court, VanVleet cracks a smile as somebody suggests this seems to be more like a day of playing dress up rather than an interview regarding a guy who’s scrappy character and incredible grit have Toronto’s home team, the Raptors, leading their division and fighting it out for the first seed in the NBA’s Eastern Conference.

“I was excited coming to Toronto,” VanVleet says. “I was lucky to have two of my friends from college be from here. I already kind of had an idea of the culture.

VanVleet headed to the Raptors as an undrafted free agent following a stellar career at Wichita State, where among the accolades he received, included twice being named the Missouri Valley Conference player of the year in 2014 and 2016.

Still, he had to fight to get here. Being overlooked and unheralded, he says, just gave him more determination to get to the top.

“When adversity hits, you have to make it through. That and perseverance go hand in hand, in life and in basketball. If you want to be successful, those should be some of your core values,” VanVleet says.

But it got him noticed. So noticed in fact, that when his old high school, Auburn High in Rockford, was looking for a keynote speaker for their 2014 commencement ceremony, they asked for VanVleet to step up like he has for the Raptors so many times this season.

“Me going back to do the commencement speech, where we grew up - a lot of those kids never see anything outside of that city. Toronto is an underlooked, unheralded city. I've loved my time here.”

Having recently become a father, he wants his two-month old daughter to learn the values he's acquired to help her forge her own path.

“My daughter is going to have different challenges. She's going to grow up in a world completely different from mine. I just want to be honest with her and be truthful. No matter if you're rich or poor, you've got to work hard.” — EH

The Takeaway: Adversity and underestimation are opportunities to prove your doubters wrong.

#BSB30X30 @BAYSTBULL

Watch video interview at baystbull.com

PHOTOGRAPHY BY MAURICIO CALERO; STYLING: SHARAD MOHAN

WARDROBE EXCLUSIVELY PROVIDED BY DIESEL: Nhill jean jacket, $348; J-Pinal orange jacket, $278; Dagh jeans, $398; S-KBY sneakers, $180

Serge Ibaka X Panerai Campaign

José Bautista X Hublot Campaign
### GLORY / AD RATES AND SPECS

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### PRINT SPECS
- Printed high speed, web offset lithography, perfect bound on uncoated paper stock
- Cover, Inside Front Cover, Pg 1-4, Inside Back Cover and Back Cover are printed on coated paper stock

### TECHNICAL REQUIREMENTS
- All critical matter must be kept within the live area dimensions
- All bleed ads require 0.125" all around
- All type matter not intended for bleed should allow 0.75" from trim/gutter edge
- Publisher reserves the right to crop 0.125" on either side of bleed for trim variation
- All Spot Colours / RGB images converted to CMYK
- All fonts are outlined and images embedded.
- All High-res images are 400dpi (minimum for size-as images)
- All Illustrator Item Attributes set to 2400 dpi (Minimum 1200 dpi)
- Trim, Bleed, Colour Control Bars and Centre marks included in file
- Cropmarks should be offset 0.1667" from trim (NO cropmarks should appear in the live or bleed area)
- For large areas of black, please use Rich Black:
  - C40 M30 Y30 K100 (uncoated pages)
  - C30 M0 Y0 K100 (coated pages)
- File format accepted: PDF/x-1a
- All supplied proofs must be made from the final supplied file. Colour bars required on proof.
- We will not accept responsibility for files and/or proofs which do not meet published specifications.
- Export PDF as PDF/x-1a at 400 dpi

### PROOFING REQUIREMENTS
Files should be accompanied by a MACS-standard digital press proof (i.e. pictro or iris with colour bars) made from the final file. Specifications can be found at magazinescanada.ca. Colour lasers or PDFs are NOT acceptable press proofs. In those cases where a client decides not to supply a proof, Bay Street Bull will run to MAC standards. Please note, as with any high-speed web press, colour variation within MAC tolerances must be expected on occasion due to running speed and in-line conflicts. Bay Street Bull can output a proof at an additional charge of $30-$50, depending on the size of the ad.