



2026 MEDIA KIT

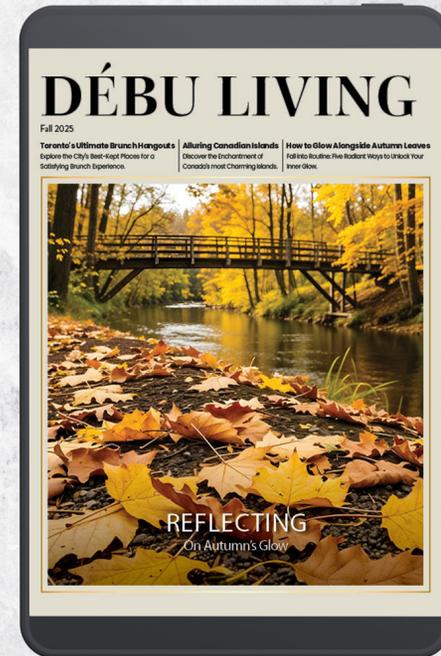
DÉBU LIVING

ABOUT

MISSION STATEMENT

Débu Living celebrates the best in cuisine, wellness, fitness, and arts & culture, inspiring readers with fresh insights and experiences.

For more information, please contact
at **647-479-9804** or **support@debu.ca**



CATEGORIES

01

- ✦ Arts & Culture
- ✦ Bon Appétit
- ✦ Wellness
- ✦ Fitness
- ✦ Décor



ARTS & CULTURE

Débu Living was delighted to sit down with Lawrence Hill to discuss the evolution of his work and the landscape of *Beatrice* and *Croc Harry*.

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Lawrence Hill
Canadian Novelist, Essayist, and Memoirist



BON APPÉTIT

You really are what you eat. Good food means making the right choices when it comes to healthy food. Trending topics in Bon Appétit and interviews with popular chefs are the backbone of **Débu Living**. Discover what's in store for the future in this curated category all about food.

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WELLNESS

Interviews, contemporary topics, and helpful tips for a renewed style of living — ***Débu Living*** will guide you to live a peaceful and happy life.

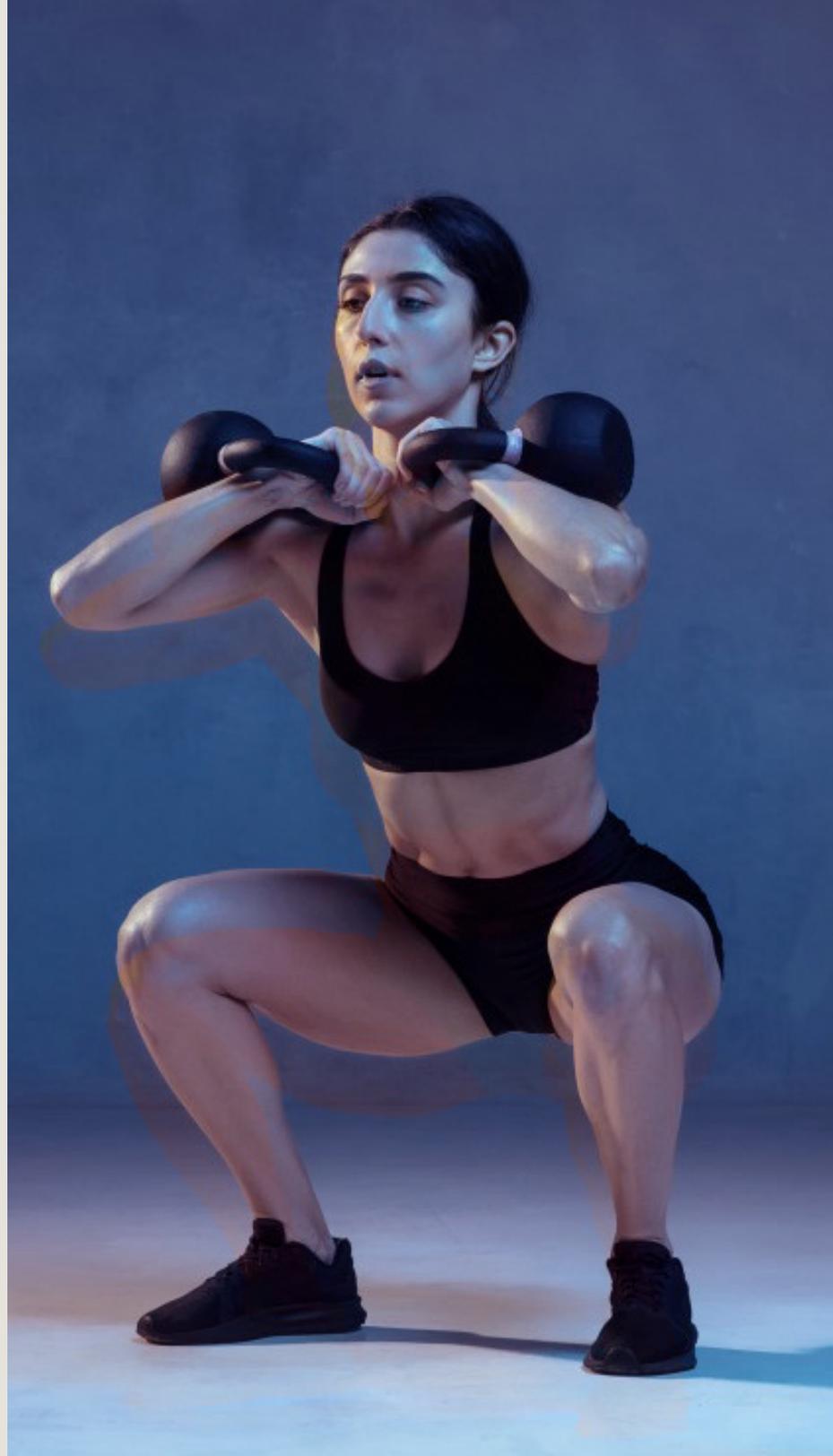
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FITNESS

We're all different, and that's exactly why we highlight different ways to tackle health and fitness goals. We'll help you be the best version of yourself, so that you can be strong, healthy, and live your life to the fullest.

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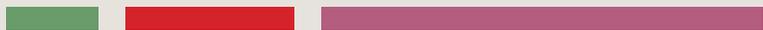
DÉCOR

Whether you're moving into your first newly purchased home or renting a space for the first time, we offer decorating ideas and tips to help you put together a fantastic space without breaking the bank.



DEMOGRAPHICS & INSIGHTS

02



DÉBU LIVING READERS

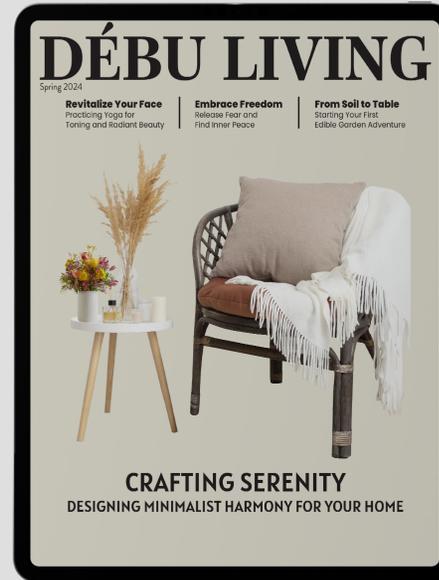
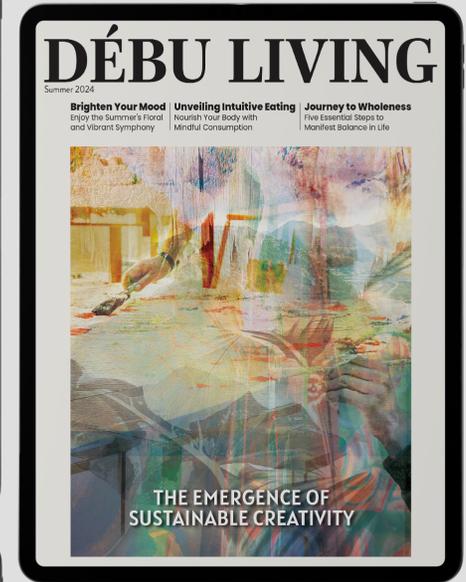
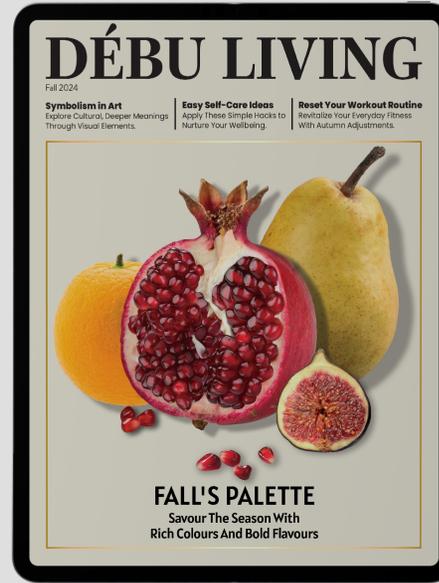
REACH:
Canada

MEDIAN AGE:
19-75 Yrs

MEDIAN HHI:
\$124,915

MALE/FEMALE:
34%/66%

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ONLINE PRESENCE

Debu.ca

Experience **Débu Living** digitally at debu.ca, where our engaging content on cuisine, wellness, fitness, and arts meets exclusive online features—no paywalls, just pure exploration.

Newsletter

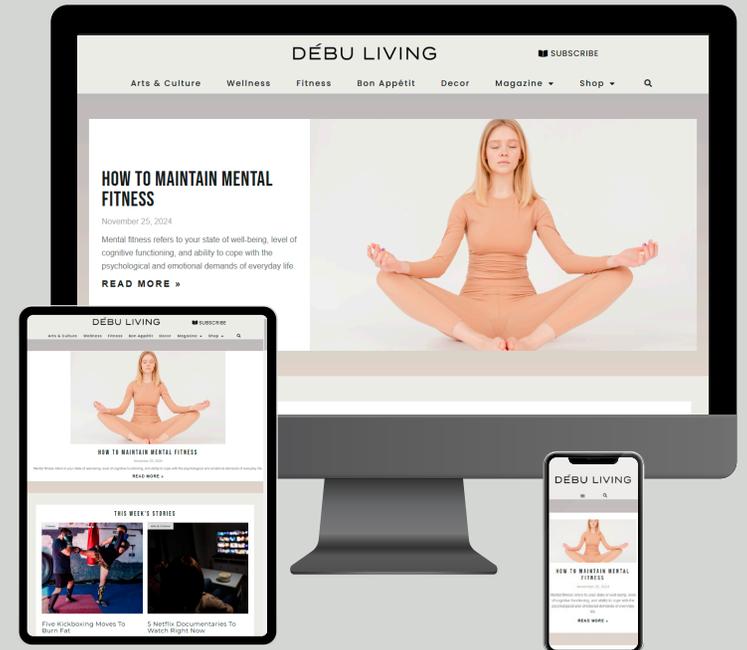
Our weekly newsletter brings top stories and updates directly to subscribers, keeping them connected to what's trending.

Social Media

Debu is active on TikTok for creative and engaging videos, Instagram for a vibrant visual showcase, and LinkedIn for professional industry connections, ensuring we reach and resonate with our diverse audience.



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DEBU 2026-2027 EDITORIAL CALENDAR

Four Quarterly Digital Issues

ISSUE	CONTENT DUE	LAUNCH DATE
SPRING	Jan '25	Mid-March
SUMMER	Apr '26	Mid-June
FALL	Jul '26	Mid-September
WINTER	Oct '26	Mid-December

AREAS OF FOCUS:

Arts & Culture	10%	Bon Appétit	20%
Wellness	20%	Money Matters	20%
Profiles	10%	Other	20%

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AD RATES

SIZE	1x	2x	3x	4x
FULL PAGE	\$1,215	\$1,115	\$1,015	\$915
2/3 PAGE	\$736	\$636	\$520	\$398
1/2 PAGE	\$685	\$585	\$465	\$345
1/4 PAGE	\$388	\$305	\$265	\$225
DOUBLE PAGE SPREAD	\$1,898	\$1,755	\$1,535	\$1,385
FULL PAGE ADVERTORIAL	\$1,399	\$1,299	\$1,199	\$1,099
INSIDE FRONT COVER SPREAD	\$3,585	\$3,385	\$3,185	\$2,985
INSIDE FRONT COVER	\$2,255	\$2,155	\$2,055	\$1,955
INSIDE BACK COVER	\$1,985	\$1,885	\$1,785	\$1,685
OUTSIDE BACK COVER	\$2,555	\$2,455	\$2,355	\$2,255

DEBU SHOW INTERVIEW

WEBSITE & MAGAZINE INTERVIEW / ARTICLE	\$500
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AD DIMENSIONS

AD SIZE	WIDTH	HEIGHT
TWO PAGE	16.5"	10.875"
ONE PAGE	8.25"	10.875"
1/2 PAGE	8.25"	5.43"
2/5 PAGE	3.3"	3.62"
1/3 PAGE	2.75"	3.62"
1/4 PAGE	2.06"	2.71"
1/5 PAGE	1.65"	1.81"
1/6 PAGE	1.375"	1.8125"



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