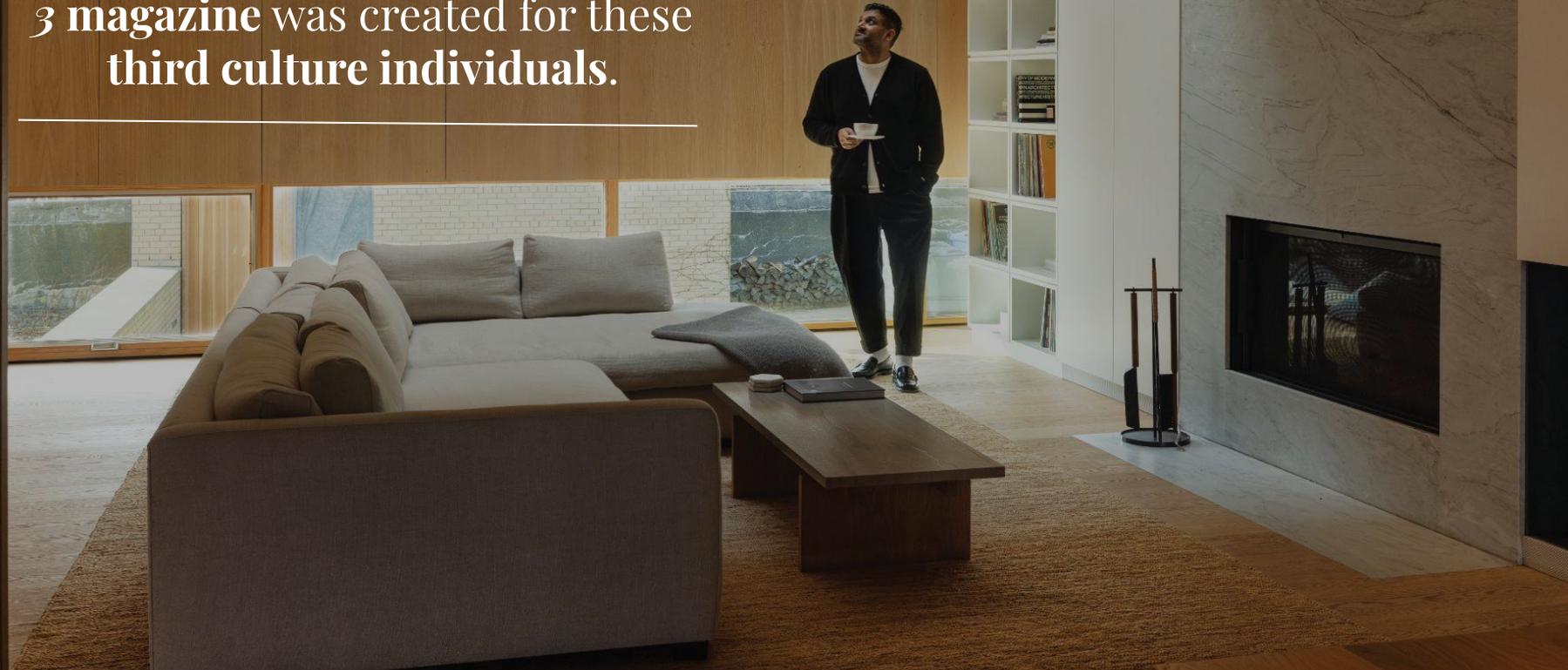




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Most influential people today often don't  
fit in one place, culture or category.  
**3 magazine** was created for these  
**third culture individuals.**

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media kit 2026



3 is a multi-media lifestyle brand for smart and discerning tastemakers.

3 celebrates global thinkers, Third-Culture Individuals (TCIs), and the culturally curious.

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



+

K-Beauty's second coming

Inside the psychedelic tourism boom

A global feast: the new art of entertaining





# MEET MURALY

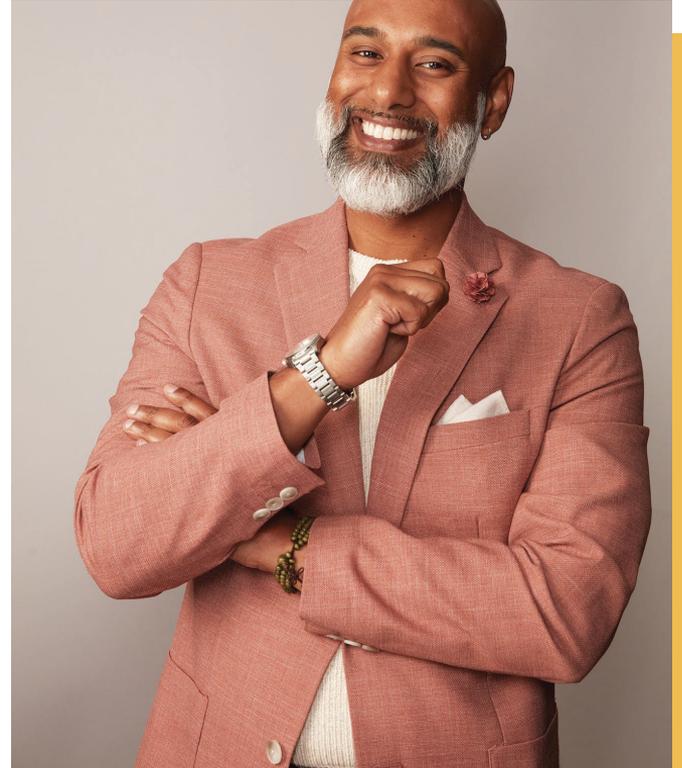
## Publisher

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“ 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.”

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**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.





# MEET ERICA

## Editor-in-Chief

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**Erica Fong** is a professional writer, editor and content strategist. Originally from Vancouver, Canada, she has over a decade of experience in leadership positions with Asia Pacific's leading luxury lifestyle titles, including Regional Managing Editor at Lifestyle Asia and Head of Digital Content at Tatler Asia, Hong Kong.

Since starting her own content studio in late-2019, she has managed and produced content for LUXE City Guides, South China Morning Post, Tatler Asia, Prestige Magazine, Zolima CityMag, Legend Publishing, CNA Luxury, DestinAsian and more, whilst offering bespoke content strategy for a variety of corporate and lifestyle clients.

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# OUR AUDIENCE

Where Affluence Meets Influence

Reaching an affluent, diverse, and 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%**

## PROFILE

C-Suite  
Executives  
Fed/Prov Leaders  
Emerging Talent

## GENDER

**60/40**  
F/M

## HHI

**\$280K+**





media kit 2026

# OUR CONTENT

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

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FASHION



STYLE



HOSPITALITY



CULTURE



IDEAS



PERSONALITIES



# BRINGING 3 TO LIFE



**Print**



**Digital**



**Social**



**Podcast**



**Events**



# PRINT

A **Luxury Reading Experience** Every Quarter

**25K**  
COPIES

Crafted on premium stock, 3's exclusive circulation is prioritised to be delivered to Canada's most prestigious neighbourhoods. Additional distribution includes select newsstands, strategic partnerships and curated events. Subscriptions are also available.

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





**2026 ISSUE THEMES**

**IMPACT  
DATE**

**SPRING:** EXPLORATION

MAR 3

**SUMMER:** POWER

JUN 3

**FALL:** TRANSFORMATION

SEP 3

**WINTER:** RITUALS

DEC 3





# NEWSLETTER

## Three From 3

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.

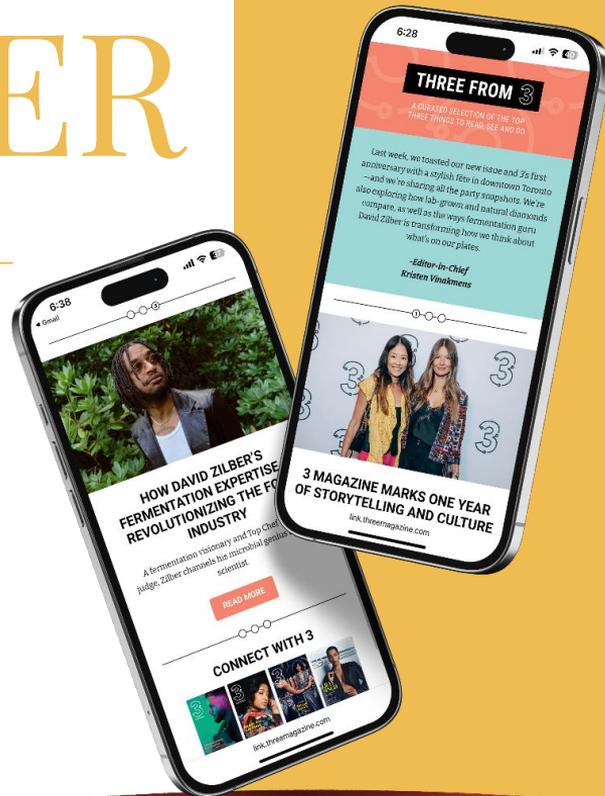
### ADVERTISING OPPORTUNITIES

#### 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 centre 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.





media kit 2026

# DIGITAL

**threemagazine.com**

Experience 3 magazine digitally where captivating 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

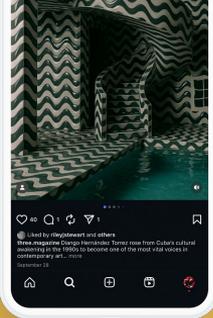
Integrate seamlessly into the narrative of 3 magazine. Collaborate with our creative team to craft bespoke digital articles that resonate with your objectives and engage our readers.

**REACH**

1M+

**TOUCHPOINTS**

- Website
- Direct Newsletter
- Social (Instagram & LinkedIn)
- AppleNews+



# SOCIALS

## 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.



# PARTNERSHIPS

## Branded & Sponsored 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**





# EVENTS

## Signature Events | #3Passport

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With curated global experiences and coveted access to our exclusive events, we continue to offer advertisers unique partnership opportunities, allowing them to activate in environments that bring to life the essence of 3 magazine.

- **Coveted access**
  - **Takeovers**
  - **Culinary experiences**
  - **International escapes**
- 
- 



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LET'S TALK

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[hello@threemagazine.com](mailto:hello@threemagazine.com)

[threemagazine.com](https://threemagazine.com)