ADVERTISING & PARTNERSHIPS

One issue. Six countries. *One price.*

Between the Covers is the magazine women read cover to cover: honest stories, real people, no performing. Advertise with us and your brand shows up in print, on our site, in the inbox and on Instagram, with a story our editors write about you.



LINDURA · THE DONE ISSUE

READ IN Canada United States Marbella Dubai Lahore *Curaçao*

WHO'S READING

The audience, *counted.*

64k+	120k
Email subscribers	Instagram community
15k+	6
App and digital subscribers	Countries, one global issue

Publisher-reported. Channel audiences overlap, so these are not added together as one reach figure.

THE BTC PARTNERSHIP

Buy a page. *Get a story.*

Most magazines sell you space and wish you luck. When you advertise with Between the Covers, our editors write about you too, and that story lives on our site with a link straight to yours.

In print	Your ad in the issue, from a third of a page to the back cover. Our in-house team can design it for you.
Your story, written by us	A feature on betweenthecoversmag.com written by the BTC editorial team in the magazine's voice. Readers get a reason to care, not a brochure.
A link from our site to yours	Every feature links to your website, so the readers we send you arrive ready to book, shop or visit.
The inbox and Instagram	Add an email feature to 64,000+ subscribers or an Instagram Story to a 120,000-strong community.
The BTC app	On the App Store and Google Play, rated 5.0 on the App Store. Readers use it for subscriber perks, local and online (Cheekbone Beauty is one), and to book hotels and flights directly. Your offer runs as a perk with your own code, so you can count every redemption and every booking.
Local, inside a global issue	Aim it at your city: city email segments, city-only app perks and geo-targeted Instagram. A clinic in Vaughan reaches Vaughan. A hotel in Marbella reaches the women planning to go there.

Each package lists exactly which of these it includes before you book.

WHAT HAPPENS AFTER

Royal Heir Botanicals came back for five issues.

Founder Henrieta Haniskova watches her numbers every time a new issue lands. Her website traffic jumps by close to 86%, and her sales rise with it. That's why she keeps booking.

86%

Rise in website traffic when a BTC issue comes out, reported by Royal Heir Botanicals

WHY THE LINK MATTERS

Google listens to who talks about you.

Search engines and AI assistants decide which brands to recommend partly by who writes about them. Google's AI answers, ChatGPT, Perplexity and Copilot already cite BTC stories. A feature with us puts your name where they read. An ad runs for an issue. The story keeps working.

- Written by editors, published on betweenthecoversmag.com
- A direct link to your website in every feature
- Clearly labelled as a partner feature, with the link tagged the way Google asks, so your site's reputation is protected
- Shared with our readers across email and social when your package includes it

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1,000+

Websites now link to BTC

13×

More linking sites than in February 2026, from 78 to 1,032

5

AI platforms cite BTC stories: Google AI Overviews, Google AI Mode, ChatGPT, Perplexity and Copilot

Wikipedia

Cites BTC interviews as a source, including the Bif Naked article

Source: Ahrefs Site Explorer, 7 November 2026.

232k

Times BTC appeared in Google search in the past 12 months

86×

More Google appearances a month than a year ago: 662 in November 2025, 56,915 in September 2026

90

Countries where readers clicked through to BTC from Google, led by Canada, the US, Pakistan and the UK

Source: Google Search Console, 6 November 2025 to 5 November 2026.

LAUNCHING NOW · BTC GLOBAL

Curaçao, *meet her.*

The BTC Global issue brings the magazine to the island, alongside our readers in Canada, the United States, Marbella, Dubai and Lahore. For launch, every business gets a rate built to say yes to.

788,000

stayover visitors came to Curaçao in 2025, a record year.
Source: Curaçao Tourist Board.

One issue. One price.

Your page runs in the global issue, read in Canada, the United States, Marbella, Dubai, Lahore and Curaçao. Priced in US dollars, wherever you are.

LAUNCH RATE

$1,500 USD

Standard full page: ~~$1,950~~

A full-page ad in the BTC Global issue

Need it designed? Ask about our in-house team.

An editorial feature on betweenthecoversmag.com

Written by our editors, with a link to your website.

CLAIM A LAUNCH PAGE

Hotels. Restaurants. Beach clubs. Spas. Real estate. Solar. Boutiques. *If she would spend money with you on the island, she should read about you first.*



THE READER

She is not a *demographic box.*

> *She's a founder, a mother, a traveller, a caregiver and the one holding the whole thing together.*

BTC is an unapologetic, emotionally intelligent lifestyle magazine for women and LGBTQ+ readers. We publish real stories, raw voices and the kind of reinvention you only earn by living through it. She trusts us because we don't sell her a fantasy.

That trust is what you're buying. When we tell her about you, she listens.

Beauty | Wellness | Dining | Travel | Home & real estate | Fashion | Family

RECENT COVERS

Your brand, *in this company.*

On the shelf at Indigo and independent bookstores, in salons and in hotel lounges, then on the coffee table for two months. Your page sits inside.



Lindura — The Done Issue, Nov/Dec 2026



Tracy Moore — The Selves We Bury Issue, 2026



The Motherhood Issue — Sept/Oct 2025

On stands now: *The Done Issue*, November/December 2026. Before it: *Possessed*, with Anna Lambe.

IN GOOD COMPANY

Brands in our pages.

Sephora BEAUTY RETAIL	**Carrefour** RETAIL	**Kilian Paris** LUXURY FRAGRANCE
Air Canada TRAVEL	**Divorce by Mahra MI** FRAGRANCE · DUBAI	**Puente Romano** RESORT · MARBELLA
Jova Medical INJECTABLES & HORMONES	**Papa & Filles** PEPTIDE CARE	**Dr. Zargar** EYE CARE

Plus partners in interior design, skincare and wellness.

GLOBAL RATES

Pick your *starting point.*

One global issue, one price in US dollars, wherever your business is. Your proposal confirms dates and anything added on.

PRINT	USD
One-third page	$750
Half page	$1,200
Full page	$1,950
Double-page spread	$3,400
Inside front cover	$3,500
Back cover	$3,900

WEB & DIGITAL	USD
Email + app push feature	$350
Spotlight web ad	$650
Instagram Story feature	$750
Showcase web ad	$950
App business listing	$250/mo

PACKAGES	USD
Launch page: full page + web feature	$1,500
Partnership: full page, feature, Instagram and email	$2,900
Takeover: spread, feature, Instagram, email and app perk	$4,900

Booking four or six issues? Repeat rates

FORMAT	ONE ISSUE	FOUR ISSUES, 10% OFF	SIX ISSUES, 20% OFF
One-third page	$750	$675	$600
Half page	$1,200	$1,080	$960
Full page	$1,950	$1,755	$1,560
Double-page spread	$3,400	$3,060	$2,720

Prices are per placement, in US dollars. Cover positions are not discounted.

PLAN YOUR YEAR

Pick the issue *made for you.*

Six global issues a year, each built around a theme. Book the one your customers are already thinking about.

ISSUE	THEME	MADE FOR
Jan/Feb 2027	The Colour Issue	Beauty, hair, fashion, Caribbean travel
Mar/Apr 2027	The Body Issue	Injectables, medspas, wellness, fitness
May/Jun 2027	The Mother Issue	Family, gifting, dining, fashion
Jul/Aug 2027	The Escape Issue	Hotels, airlines, resorts, retreats
Sep/Oct 2027	The Money Issue	Real estate, finance, divorce and family law
Nov/Dec 2027	The Gift Issue	Fragrance, retail, holiday dining, travel

Themes after Jan/Feb can shift. Your proposal confirms the issue and its dates.

DEADLINES

Book your space	4 weeks before the issue prints
Send artwork	2 weeks before the issue prints
Need us to design it?	Book 6 weeks ahead
Jan/Feb 2027, last pages	Book and send by 13 November

AD SPECS

Full page	8.5 × 11 in, 8.75 × 11.25 in with bleed
Double-page spread	17 × 11 in, 17.25 × 11.25 in with bleed
Half page	7.5 × 4.875 in, no bleed
One-third page	2.375 × 10 in, no bleed
Web ads	Spotlight 450 × 825 px, Showcase 450 × 332 px
Instagram Story	1080 × 1920 px

Print files: press-ready PDF, CMYK, 300 dpi, fonts embedded. Keep text 0.5 in inside the trim.

BEFORE YOU BOOK

Fair questions.

Who writes my feature? –

Our editorial team. We interview you or read up on your business, then write it in the BTC voice. You check the facts before it goes live.

Will the feature link to my website?

Yes. Every partner feature on betweenthecoversmag.com links to your site. It's labelled as a partner feature and the link is tagged the way Google asks for paid placements, which keeps your site's search reputation safe.

What do I get for the $1,500 launch rate?

A full page in the BTC Global issue and an editorial feature on our site with a link to yours. Email, Instagram and app perks can be added from the rate card.

How will I know it worked?

We give you a tracked link for the feature and a QR code for print. Add a BTC offer code at your till or checkout and you can count every booking and sale that comes from us.

Will my ad sit next to a difficult story?

No. Ads never face stories about sexual violence, abuse or self-harm; those pages carry our own house ads. Tell us any other topic you want to stay clear of and we'll keep your page away from it.

Can I start with one placement?

Yes. Start with one page or one feature and grow from there. Four or six issues earn the repeat rates above.

BOOK A PAGE

Let's put you *in the story.*

Tell us what you want to grow and we'll send a proposal with placements, dates and price.

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