



Fresh.  
Modern.  
Natural.

  
sage

MEDIA KIT 2017

[apg.alive.com](http://apg.alive.com)

By Alive Publishing Group—Your Natural Health and Wellness Publisher





# WELCOME TO **sage**

*Natural living for you and your family*

*sage* is an open invitation to all things natural, healthy and sustainable. It welcomes readers to take a breath, bite into real food and chase that fitness goal. *sage* introduces natural health newcomers to accessible wellness and inspires them to pursue a more natural way of living.



# THE ALIVE PUBLISHING GROUP STORY

**For more than four decades, APG brands have been synonymous with natural health and wellness.** editorial integrity and the empowerment of consumers to make healthy, natural and sustainable lifestyle choices.

## OUR STORY HIGHLIGHTS

**alive magazine, our flagship publication, has been published for 42 years in Canada. We've owned that success and become so much more than a magazine.**

**alive Studios** brings companies' products and services to life in an exciting video production facility.

**alive Academy** educates students all over the world about natural health and wellness with certificate and diploma programs.

**alive Awards** promote and recognize outstanding natural health products.

**alive Research** provides insight into the natural buying patterns of shoppers across the country.

**alive@work**, our corporate wellness initiative, helps companies across North America inspire their teams to live well.

**alive Listens**, our online research portal, engages our readers and allows us to foresee trends, challenges and opportunities.

**alive Executive Summit** brings together senior executives and thought leaders to envision the future of natural health.

**alive USA (launching in 2017!)** publishes next-level health, fitness and food articles geared to the eco-conscious consumer.

**Visit [apg.alive.com](http://apg.alive.com) to learn more.**

# THE SAGE STORY

In 2014, APG joined forces with supermarket giant Loblaw to launch a visionary natural health magazine. An exciting new platform for APG, **sage targets a previously untapped consumer audience.** Found in the Natural Values section and other strategic locations in Loblaw stores, *sage* introduces natural living ideas to a mass audience. In short: *sage* reaches people who may not have considered natural health before. Readers enjoy easy-to-understand natural health information and articles from a trusted source. The drive behind *sage* is to promote and encourage healthy, natural lifestyles for families throughout Canada.

## SAGE READERS ...

- are predominantly females from 30 to 55 years of age
- have household incomes of \$85,000
- often own their own homes
- have a post-secondary education
- are from households with 3 or more individuals
- live primarily in metropolitan areas
- **are the principal grocery shoppers for their households**
- buy organic products and produce
- are looking for eco-friendly solutions
- live highly active lifestyles
- are more likely to use herbal remedies

# 2017 EDITORIAL CALENDAR

## SAGE DELIVERS CONTENT THAT IS FRESH, MODERN AND ACCESSIBLE.

Trusted as the go-to resource for making healthy, natural and sustainable lifestyle choices, **our articles explain otherwise complicated natural health and wellness topics and provide easy-to-use advice.** Each issue is brimming with recipes that meet readers' nutritional expectations for healthy living.



## JANUARY

### Level up

A new year brings opportunities for personal growth and renewal. In this issue, we provide inspiration and plenty of ideas—for **healthy weight management, active living and optimal nutrition.**

## MARCH

### Men: you've got this

It can be a challenge to persuade men to look after their health. We **explore men's health issues and help men adopt positive lifestyle changes** like proper nutrition, exercise and supplementation.

## FEBRUARY

### Take heart

Maintaining a healthy heart is possible despite the challenges many of us face. **We explore a heart-healthy diet, exercise and supplements that support overall health and well-being.**

## APRIL

### Face cancer head-on

Cancer touches the lives of many Canadians. In this issue, we feature the **best strategies to prevent and manage cancer,** including cancer-fighting foods, exercise and immune-boosting supplements.

MAY

## Renew yourself

Daily exposure to environmental toxins takes a toll on our health and well-being. This issue, **we provide readers with suggestions for detoxing the body,** as well as cleansing the mind and soul.

JUNE

## Personalize your health care

Alternative medicine is the perfect complement to traditional medical remedies. Bolstered by research, **alternative health care practices provide practical, personalized solutions to everyday health problems.**

JULY/AUGUST

## Women: take care of you

Women tend to look after everyone else, but they also need to look after themselves. This issue, **we dive into women's health issues and look at helpful herbs and supplements.**

SEPTEMBER

## Unpack your child's health

Back-to-school time is the perfect opportunity to focus on children's health. This issue, we show parents **how to build a strong foundation for kids' health—from good eating habits to active lifestyles.**

OCTOBER

## Preserve what matters

We're living better, longer. This month, we detail **strategies for longevity to help us maintain optimal health and well-being as we age.** Topics include active living, supplements and emotional health.

NOVEMBER/DECEMBER

## Dominate diabetes

Diabetes prevention is more important than ever. This month, we share timely information about how to **avoid or manage diabetes with a focus on healthy food choices, supplements and an active lifestyle.**

# LOBLAW DISTRIBUTION BREAKDOWN

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TOTAL LOBLAW DISTRIBUTION POINTS:

**815**

TOTAL DISTRIBUTION:

**140K**

DISTRIBUTION BREAKDOWN OF LOBLAW LOCATIONS (2017):

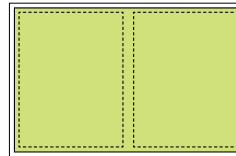
<b>Ontario</b> <b>86,700</b>	<b>Alberta</b> <b>13,800</b>	<b>British Columbia</b> <b>10,650</b>	<b>Yukon</b> <b>400</b>
<b>Quebec</b> <b>100</b>	<b>Saskatchewan</b> <b>4,900</b>	<b>Nova Scotia</b> <b>8,400</b>	<b>Northwest Territories</b> <b>250</b>
<b>Manitoba</b> <b>4,550</b>	<b>New Brunswick</b> <b>6,150</b>	<b>Prince Edward Island</b> <b>800</b>	<b>Newfoundland</b> <b>3,300</b>

# DEADLINES, RATES & SPECIFICATIONS

## AD DEADLINES

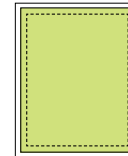
Issue	Ad reservation	Material due
Jan	October 19, 2016	November 2, 2016
Feb	November 18, 2016	December 1, 2016
Mar	December 22, 2016	January 5, 2017
April	January 20, 2017	February 2, 2017
May	February 20, 2017	March 3, 2017
June	March 23, 2017	April 5, 2017
July/Aug	April 21, 2017	May 4, 2017
Sept	June 23, 2017	July 7, 2017
Oct	July 21, 2017	August 3, 2017
Nov/Dec	August 23, 2017	September 6, 2017

## SIZING SPECIFICATIONS



### Double Page Spread

16.25 x 10.75 trimmed  
16.75 x 11.25 bleed  
15.75 x 10.25 live area  
*(allow 0.5 inch from the spine on each page)*



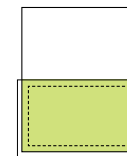
### Full Page

8.125 x 10.75 trimmed  
8.625 x 11.25 bleed  
7.125 x 10.25 live area



### 1/2 Page Vertical\*

3.979 x 10.75 trimmed  
4.479 x 11.25 bleed  
3.729 x 10.25 live area



### 1/2 Page Horizontal

8.125 x 5.313 trimmed  
8.875 x 5.563 bleed  
7.125 x 5.063 live area

\* As page placement is not guaranteed, include bleed for both right and left pages.

## ADVERTISING RATES

Inside position	1x	6x	10x
Double Page Spread	\$18,220	\$17,010	\$15,750
Full Page	\$9,975	\$8,980	\$8,770
1/2 Page	\$6,510	\$6,300	\$5,880

### Cover position

Inside Front Cover	\$12,710	\$12,020	\$11,810
Inside Back Cover	\$12,710	\$12,020	\$11,810
Outside Back Cover	\$14,020	N/A	N/A

**In Store** *(limited spaces available)* \$2,730

Includes image and 40 words of text

Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side. Add 10% for guaranteed page positioning. Prices in Canadian dollars.

Ask your account executive for details or email [sage@alive.com](mailto:sage@alive.com) for more information.

## MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDFs, Illustrator and InDesign
  - also accepted: 300 dpi EPS, PSD and TIFF files
  - convert all colours to CMYK
  - ads must be approved by *sage* prior to publication for content and design
- Ads accepted via email at [sageart@alive.com](mailto:sageart@alive.com) (less than 10MB), or on APG's FTP site: [ftp.alive.com](ftp://ftp.alive.com) / username: *alivemag* / password: *aliveart*

**Contact your account executive—issues are filling quickly.**





# Goodbye

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**WE'RE  
EXCITED TO  
BUILD YOUR  
SAGE  
STRATEGY  
WITH YOU.**

*[apg.alive.com](http://apg.alive.com)*

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