sage

Natural living for you and your family

2019 MEDIA KIT

ABOUT US

Why *sage* is awesome—for you

Want to tap into the growing mass market of newcomers to natural health? We can help with that.

Tomatoes contain lycopene, a powerful antioxidant that promotes heart health. Start eating them now to ketchup!

MASS EDUCATION

sage magazine introduces families to natural health. These households are primed to try new, healthy products.

THE EASY SELL

sage is easy on the eyes. Our articles make healthy living seem doable and digestible, driving real results for your business.

TIMING IS EVERYTHING

We reach readers at a critical point: in the store aisle where they're deciding what to buy.

OUR READERS

Did we mention they're really great?

Conventional retailers like grocery stores account for a rapidly increasing share of the natural health products market.
The grocery shopper is the new natural health shopper.

AMONG CANADIAN SHOPPERS ...

- 88% believe they can do a lot with food and nutrition to prevent illness, but only 67% feel knowledgeable about health and nutrition. We close this gap.
- 76% are actively changing their lifestyles to be healthier. We show them how to succeed.
- 79% like trying new products. We showcase the latest natural health trends.

We've partnered with Canada's biggest retailer, Loblaw, so you can reach the most new customers.
sage is distributed in the Natural Values section and other strategic locations in Loblaw stores across Canada.

sage READERS ...

- are the main grocery shoppers for their home, naturally
- are predominantly 30- to 55-year-old women
- have household incomes of $85,000
- have a post-secondary education
- are from households with 3 or more individuals
- buy organic products and produce
- lead highly active lifestyles
- are more likely to use herbal remedies (turmeric, anyone?)

Did you know coconut oil may aid weight loss, strengthen immunity *and* reduce inflammation? That's coco-nuts!

OUR REACH

We're going places (so come along for the ride)

140,000 copies of *sage* reach Canadian shoppers in nearly every province and territory. **We're in more than 800 different Loblaw stores, including Real Canadian Superstore, City Market, Your Independent Grocer and Zehrs locations.**

Spice up your life with some red hot chili peppers. They get their kick from metabolism-boosting capsaicin.

DISTRIBUTION OF MAGAZINES BY PROVINCE:

ON 86,700	AB 13,800	BC 10,650	NS 8,400
NB 6,150	SK 4,900	MB 4,550	NL 3,300
PE 800	YT 400	NT 250	QC 100

A true golden oldie, turmeric has off-the-charts anti-inflammatory properties and can help ease joint pain!

2019 LINEUP

Your sneak peek at what we have planned

***sage* makes natural health fun, beautiful and inspiring.** Our articles unpack otherwise complicated health topics. Our advice is easy to use. Our recipes are gorgeous. And we always let readers know when these delish dishes are vegan or gluten free.

January
DIGESTIVE HEALTH

We're talking about: probiotics, plant-based diets, fitness nutrition

February
HEART HEALTH

We're talking about: heart-healthy supplements, relationship tips, cooking oils

March
WOMEN'S HEALTH

We're talking about: top women's supplements, inspirational ladies, beauty hacks for busy moms

April
MEN'S HEALTH

We're talking about: top men's supplements, cancer-fighting nutrition, skin care for men

May/June
DETOX

We're talking about: cleansing foods and herbs, gluten-free living, self-care tips

July/August
BRAIN HEALTH

We're talking about: healthy travel essentials, summer beauty, grilling recipes

September
KIDS' HEALTH

We're talking about: natural remedies for kiddos, prepping for cold and flu season, easy lunches

October
LONGEVITY

We're talking about: nutrients for longevity, joint health, Thanksgiving recipes

November/December
IMMUNITY

We're talking about: holiday health habits, natural immune boosters, seasonal superfoods

OUR IMPACT

Credible content = consumer trust

"From the front page to the Goodbye, everything is enticing—including the ads! The advice columns are concise and to the point. I was so excited at the artistic new format, I picked up extra copies for friends."

-L. Hassey, sage *reader*

Kiwis give us all the warm fuzzy feelings. They can help reduce blood pressure and even improve mood!

DEADLINES, RATES & SPECIFICATIONS

AD DEADLINES

Issue	Ad reservation	Material due
Jan	October 19, 2018	November 2, 2018
Feb	November 16, 2018	November 30, 2018
Mar	December 21, 2018	January 7, 2019
April	January 18, 2019	February 1, 2019
May/June	February 20, 2019	March 6, 2019
July/Aug	April 18, 2019	May 6, 2019
Sept	June 21, 2019	July 8, 2019
Oct	July 19, 2019	August 2, 2019
Nov/Dec	August 23, 2019	September 9, 2019

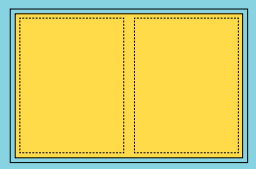
ADVERTISING RATES

Inside position	**1x**	**6x**	**9x**
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			

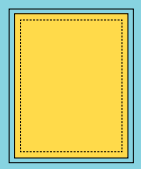
Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side. Add 10% for guaranteed page positioning. Prices in Canadian dollars.

Email sage@alive.com for more information.

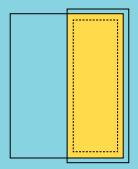
SIZING SPECIFICATIONS



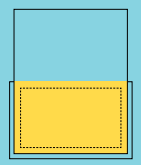
Double Page Spread
16.25 x 10.75 trimmed
16.75 x 11.25 bleed
15.75 x 10.25 live area
(allow 0.5 inch from the spine)



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
3.479 x 10.25 live area



1/2 Page Horizontal
8.125 x 5.313 trimmed
8.625 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.*

MATERIAL SPECIFICATIONS

- preferred file format: press-ready PDFs, Illustrator and InDesign
  - if submitting Adobe Illustrator or InDesign working files, please include all fonts, logos and images
  - also accepted: 300 dpi EPS, PSD and TIFF files
- label emails with ad name, publication month and company name
- convert all RGB and Pantone spot colours to CMYK
- ads must be approved by sage prior to publication for content and design

Ads accepted via email at **sageart@alive.com** (files under 10MB). For larger files, please use a web drive service (eg.: Dropbox, Google Drive) or *alive*'s FTP site (ftp.alive.com / username: alivemag / password: aliveart).

Camomile tea is caffeine free and helps soothe the nervous system, promoting better sleep. Keeping it camo-mild!

INSPIRATIONAL

INFORMATIVE

INFLUENTIAL

(NEED WE SAY MORE?)

When life gives you lemons ... eat them! Lemons are loaded with immune-boosting, skin-supporting vitamin C.

1.800.663.6580 | SAGE@ALIVE.COM | APG.ALIVE.COM

PROUD MEMBER OF Canada Organic trade association

Magazines Canada

chfa Voice of the Natural Health Industry La voix de l'industrie de la santé naturelle

bullfrogpowered

H.A.N.S. Health Action Network Society