

# 2021 Media Planner

Canada's business magazine for  
traditional natural health retailers

*Serving Canada's traditional natural health  
retailers since 1997*





## If you want to sell to more stores, *CNHR* can help

A June 2020 survey conducted by *CNHR* of our retailer readership indicates they find *CNHR* Magazine to be very important to them. They read all of it. They read every page, share it with staff members, and most importantly, they use it to find and order new products. *CNHR* is your ally in your battle to gain shelf space in health food stores.

And your message is not lost in *CNHR*: it is a valuable component of the retailers' reading experience. Your customers tell us that *CNHR* is a valuable resource for them...especially when it comes to learning about your new products!



## Readers say *CNHR* is a valuable resource for them

**100%** . . . of our readers say they notice and/or read vendor advertisements in *CNHR* Magazine.

**97%** . . . of our readers read or notice the products featured in the Product Profile section of *CNHR*.

**92%** . . . of our readers say a Product Profile prompted them to contact the company.

**79%**  
Four out of five (79%) retailers say they have ordered a product featured in *CNHR*.

**95%** . . . of our readers say the things *CNHR* offers them is important.

*CNHR* Magazine is the **ONLY** Canadian B2B publication that goes exclusively to traditional health food stores.



## Here's what *CNHR* does for you:

- introduces your company and your products
- helps support your new product launches
- gets your brand known...fast!
- supports both your inside and your field sales teams
- explains all the support you offer retailers
- positions your company as an industry leader

- delivers very low cost-per-contact (just pennies per reader!)
- conveys your company's passion, integrity, values, commitment, ideals, and innovation
- creates familiarity with retailers, establishes credibility, and builds trust
- reaches stores across Canada even your sales team can't get to regularly

- announces your marketing initiatives, programs, contests, and events
- supports your digital initiatives for consumer and trade
- helps drive traffic to your website for detailed information
- generates leads for you with a pre-qualified buying audience
- every person who reads *CNHR* either buys, sells, or recommends your products to consumers



## Here's what *CNHR* does for you:

### Hitting the buyer's triggers

Advertising in *CNHR* will help you convey everything about your company to your retail buying audience that you want to share.

While researching a recent article, retailers shared with *CNHR* some of the most important things they expect from their suppliers, including on-going support, quality, trust, longevity, team work, value, reputation, and aligned vision.

### Here are things they identified as their triggers when it comes to buying:

- *trust in their manufacturing and quality*
- *providing more value than most other suppliers*
- *ingredients, consumer demand, presentation, sell sheets, and price*
- *trust in the company and the rep*
- *support to launch a product*
- *the company's reputation is important*
- *the company's mission and values*
- *the quality of the product*
- *the company's size, reputation, and longevity*
- *which manufacturers keep their brands looking fresh*
- *if they are committed to reducing packing and shipping waste*
- *brand recognition*

# Here's what your customers said when asked "What are the things you like best about CNHR?"

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*That it talks about our industry and who is important in it with their new products and upcoming events. It also gives the stores a chance to say who they are.*

*It's a nice-looking magazine featuring articles pertaining to the industry, showcasing new products and industry trends.*

*I like reading about what other independent health stores are doing. It encourages me. It motivates me. Helps me feel like I am not alone in this industry.*

*Good mix of content - profiles, helpful business columns, industry updates. The retail-focused columns have improved the appeal of the magazine in the recent years for me personally.*

*I enjoy seeing other retailers and their success stories. Learning about new trends and products.*

*Editorial. The cover story. Articles that I can apply, feel good stories, reassurance that the industry is thriving.*

*It is current and informative. It is a friendly and personal publication. And it is very beautifully laid out. The cover always invites me to open the magazine right there and then.*

*Company profiles. Highlighting people in the industry that are making tough decisions, doing the right things to support the future of our business.*

*That you focus on independent health food retailers, that you do a good job of profiling stores across the country and connect us that way. All the advice columns, too, from HR issues to business practices, I always look forward to getting the magazine in the mail!*

*You have an interesting balance of personal and product information that is worth my valuable time to read...*

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*Information about what other health food stores are doing and what's working for them*

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*Product profiles; feature articles especially on marketing, store profiles*

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*Friendly, helpful biz articles, industry updates*

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*Ideas on how to make my business better. Staying current on new products – especially from companies that don't have reps in my area*

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*Focus on the independent retailer*

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*I love the sections which pertain to training employees and retailing in a changing environment.*

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*The information provided is essential to our business as it helps us keep abreast to what is happening within our industry. I mostly like the article on how to better your business. I believe this is crucial at this point in time.*

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*Business advice for marketing and merchandising*

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*Content is relevant and valuable - great resource for my business*

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*I like reading the store stories. Many of them I know and take a special interest in reading. What I find most useful is suppliers featuring new products. If it is a company I currently deal with, I'll know about the products prior to seeing it in CNHR. Those companies we don't deal with benefit from us seeing it in the magazine*

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*Helps keep me informed and up to date*

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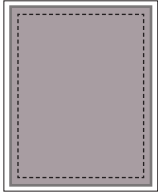
## The Last Word...from your retail customers

In our 2020 survey, we asked retailers to describe what CNHR means to them in one word. Here are some of the replies:

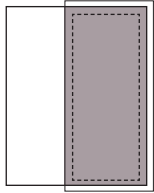
- Family
- Foundational
- Important
- Anchor
- Essential
- Useful
- Fantastic
- Informative
- Interesting
- Awesome!
- Encompassing
- Honest
- Helpful
- Heartfelt
- Ours
- Impressive!
- Welcoming
- Support
- Great resource
- Our bible!

# Specifications

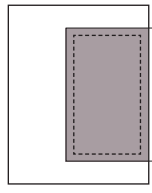
## Ad sizes



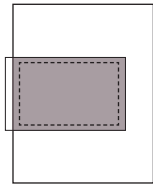
**FULL PAGE**  
8.125 x 10.875 trimmed  
8.375 x 11.125 bleed



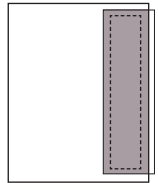
**2/3 PAGE**  
4.75 x 9.875 trimmed



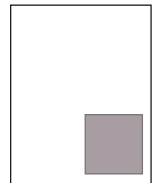
**HALF PAGE ISL.**  
4.75 x 7.387 trimmed



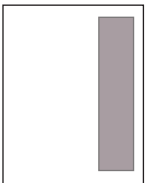
**HALF PAGE HOR.**  
7.25 x 4.951 trimmed



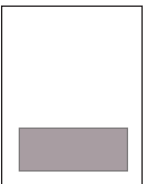
**HALF PAGE VERT.**  
3.625 x 9.875 trimmed



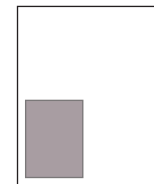
**1/3 PAGE SQ.**  
3.625 x 9.875



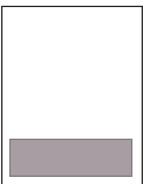
**1/3 PAGE VERT.**  
2.25 x 9.875



**1/3 PAGE HORZ.**  
7.25 x 3.39



**1/4 PAGE SQ.**  
3.625 x 4.945



**1/4 PAGE SQ.**  
7.25 x 2.468

### Advertising submissions:

Please send all advertising material as a high resolution PDF, 300 DPI, in a CMYK format. Please allow 1/8" for bleed.

**Electronic:** to email: [cnhart@alive.com](mailto:cnhart@alive.com)

**Mechanical Specifications**  
Printing: Four-colour process.  
Sheet fed. Coated stock.  
Binding: Saddle Stitch

## Ad booking deadlines:

Issue	Ad space booking	Material Due
January/February 2021 <i>(CHFA West)</i>	November 24, 2020	November 30, 2020
March/April	January 29, 2021	February 8, 2021
May/June	March 26, 2021	April 5, 2021
July/August	May 21, 2021	May 28, 2021
September/October <i>(Expo East)</i>	July 2, 2021	July 9, 2021
November/December	September 24, 2021	September 30, 2021
January/February 2022	November 26, 2021	December 2, 2021





# Advertising Rates

## Ad sizes

## Rates

	<b>1 Time</b>	<b>2 Times</b>	<b>4 Times</b>	<b>6 Times</b>
Full Page:	\$2,930	\$2,825	\$2,735	\$2,630
2/3 Page	\$2,535	\$2,485	\$2,425	\$2,305
1/2 Page	\$1,885	\$1790	\$1,685	\$1,570
1/3 Page	\$1,570	\$1515	\$1,285	\$1,195

**Prime full page locations (Pages 3-17):** \$2,730 (based on six-time rate)  
**Outside Back Cover:** \$2,950 (based on six-time rate)  
**Inside Front Cover:** \$2,835 (based on six-time rate)  
**Inside Back Cover:** \$2,835 (based on six-time rate)  
**False Cover:** \$4,770 (ask about availability and details)  
**Inserts:** Single sheet (both sides) starting from \$1,999. Ask for full details.  
**Product Profiles:** \$450 each  
*Rates are net and in Canadian funds. Agencies add 15%*

### Let us customize an ad quote for you!

We have lots of advertising options at many price points. If you let us know what your budget is, we will be happy to personally customize a proposal just for you... explaining all of the benefits, editorial opportunities, and value-added features that *CNHR* has to offer your company. Contact [advertise@alive.com](mailto:advertise@alive.com) to get started!

### Advertiser Value-Added:

- free Product Profile each issue
- expanded free Trade Talk
- your products and news posted on *cnhr.ca* and on the *CNHR* Facebook page



advertise@alive.com  
604.295.9126

