



sage

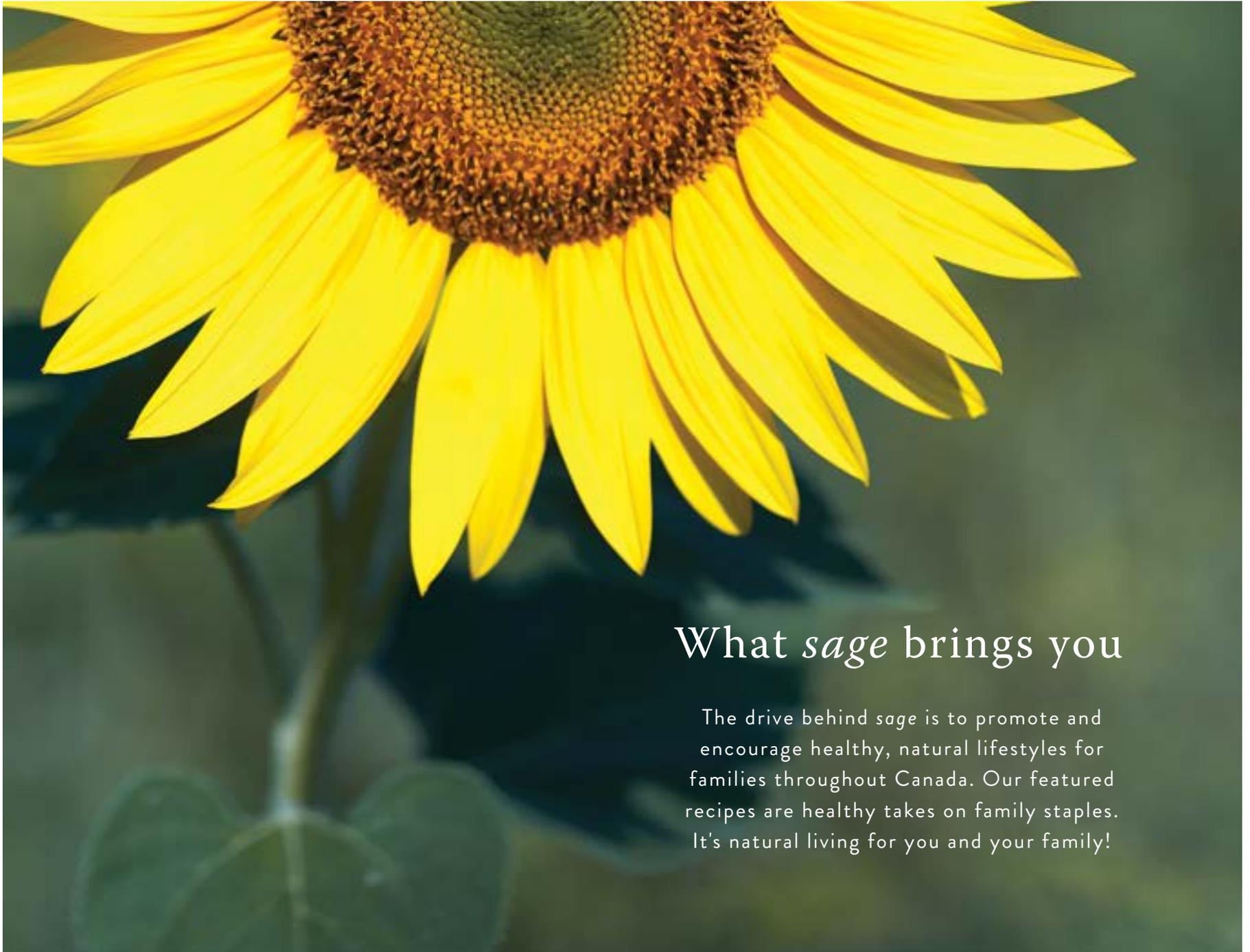
NATURAL LIVING FOR
YOU AND YOUR FAMILY

2023 MEDIA KIT



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. Readers enjoy easy-to-understand natural health information and articles from a trusted source.



What *sage* brings you

The drive behind *sage* is to promote and encourage healthy, natural lifestyles for families throughout Canada. Our featured recipes are healthy takes on family staples. It's natural living for you and your family!



Why *sage* is awesome—for you

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

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

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



DISTRIBUTION

sage is in over 800 different Loblaw stores (Real Canadian Superstore, City Market, Your Independent Grocer, and Zehrs locations)

CIRCULATION

140,000

COPIES OF *sage* ACROSS CANADA

FREQUENCY

6 ISSUES PER YEAR

Our readers

Did we mention they are really, really great?

Conventional retailers, like grocery stores, form 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.

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.

67%

FEEL KNOWLEDGEABLE ABOUT HEALTH AND NUTRITION. WE CLOSE THIS GAP.



Those interested in *sage*

- > are the **principal grocery shoppers** in their household
- > are predominantly females
30 to 55 years old
- > have household incomes of **\$85,000**
- > **have 3+ people** in their household
- > are more likely to use herbal remedies
- > are primarily post-secondary educated
- > lead **highly active lifestyles**
- > already **buy natural and organic** products and produce



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.

Distribution of magazines by province

ON 61,800	AB 10,000	BC 7,600	NS 6,000
NB 4,300	SK 3,500	MB 3,200	NL 2,400
PE 600	YT 300	NT 200	QC 100

Lineup

sage makes natural health fun, beautiful, and inspiring. Our articles unpack otherwise complicated health topics. Our advice is easy to use. And our recipes are gorgeous.

FEBRUARY/MARCH: Heart Health

We're talking about:

- heart-healthy supplements
- relationship tips
- cooking oils

APRIL/MAY: Immune Health

We're talking about:

- health habits
- natural immune support
- seasonal superfoods

JUNE/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/NOVEMBER: Healthy Aging

We're talking about:

- nutrients for longevity
- joint health
- Thanksgiving recipes

DECEMBER/JANUARY: De-stressing

We're talking about:

- stress relief
- meditation tips
- healthy holiday meals

WE ALWAYS TALK ABOUT THINGS LIKE:

- seasonal food & drink recipes
- monthly health advice
- mental & physical wellness
- pets
- up-to-date natural health trends
- superfoods & supplements
- environment
- relationships



Our impact

Credible content = consumer trust

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. Readers enjoy easy-to-understand natural health information and articles from a trusted source. The featured recipes are healthy takes on family staples. The drive behind sage is to promote and encourage healthy, natural lifestyles for families throughout Canada.

“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

Deadlines, rates, and specifications

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 <small>(Limited spaces available. Includes image and 50 words of text.)</small>	\$2,730		

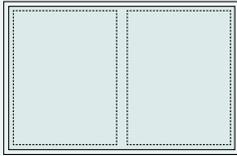
Ad deadlines

ISSUE	AD RESERVATION	MATERIAL DUE
December/January	September 22, 2022	October 6, 2022
February/March	November 15, 2022	November 29, 2022
April/May	January 13, 2023	January 27, 2023
Jun/Jul/Aug	March 14, 2023	March 28, 2023
September	May 16, 2023	May 30, 2023
October/November	July 12, 2023	July 26, 2023
December/January	September 12, 2023	September 26, 2023

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.

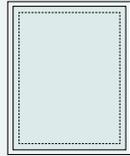
Email sage@alive.com for more information.

Sizing specifications



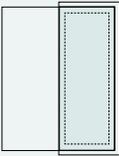
Double-Page Spread

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)



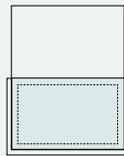
Full Page

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 PDF, 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 *alive* prior to publication for content and design

Ads accepted via email at sageart@alive.com
 (files under 25 MB), **Dropbox**, or **WeTransfer**.



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