



sage

NATURAL LIVING FOR
YOU AND YOUR FAMILY



2024 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 and drink recipes
- monthly health advice
- mental and 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 (Limited spaces available. Includes image and 50 words of text.) | \$2,730 | | |

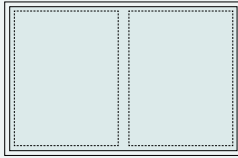
Ad deadlines

| ISSUE | AD RESERVATION | MATERIAL DUE |
|------------------|--------------------|--------------------|
| December/January | September 14, 2023 | September 28, 2023 |
| February/March | November 16, 2023 | November 30, 2023 |
| April/May | January 11, 2024 | January 25, 2024 |
| Jun/Jul/Aug | March 14, 2024 | March 28, 2024 |
| September | May 16, 2024 | May 30, 2024 |
| October/November | July 11, 2024 | July 25, 2024 |
| December/January | September 12, 2024 | September 26, 2024 |

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)



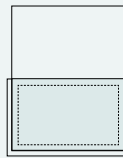
Full Page

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**.



WE'RE LOOKING FORWARD
TO GROWING A GREAT
PARTNERSHIP WITH YOU

alive magazine

thrive

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CNHR

Live Naturally

delicious living

delicious living Awards

delicious living Retailer Preview

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