



sage

MEDIA KIT 2016

BY **alive** PUBLISHING GROUP • YOUR NATURAL HEALTH AND WELLNESS PUBLISHER

apg.alive.com

THE **alive** PUBLISHING STORY

For 41 years our brands have been synonymous with natural health and wellness, editorial integrity and the empowerment of readers to make healthy, natural and sustainable lifestyle choices.

apg.alive.com

KEY DETAILS

- > **41 YEARS** in Canada
- > **6 YEARS** in Australia
- > **WORLDWIDE EDUCATION** through *alive* Academy
- > **OTHER**
 - *alive* Studios
 - *alive* Awards
 - *alive* Research
 - *alive@work*
 - *alive* Listens
 - *alive* Executive Summit

OUR VALUES, MISSION AND VISION

At APG you are in good hands. Our values, mission and vision drive everything that we do.

VALUES

INTEGRITY

We are honest and factual with our peers, customers and readers.

AUTHENTICITY

We will be genuine and transparent in all that we do.

INNOVATION

We take risks, push boundaries and challenge ourselves in new ways.

CARING

We care about the well-being of each other, our community and our planet.

PLAYING

We take time to play because work is hard; we live to enjoy a healthy life.

GROWING

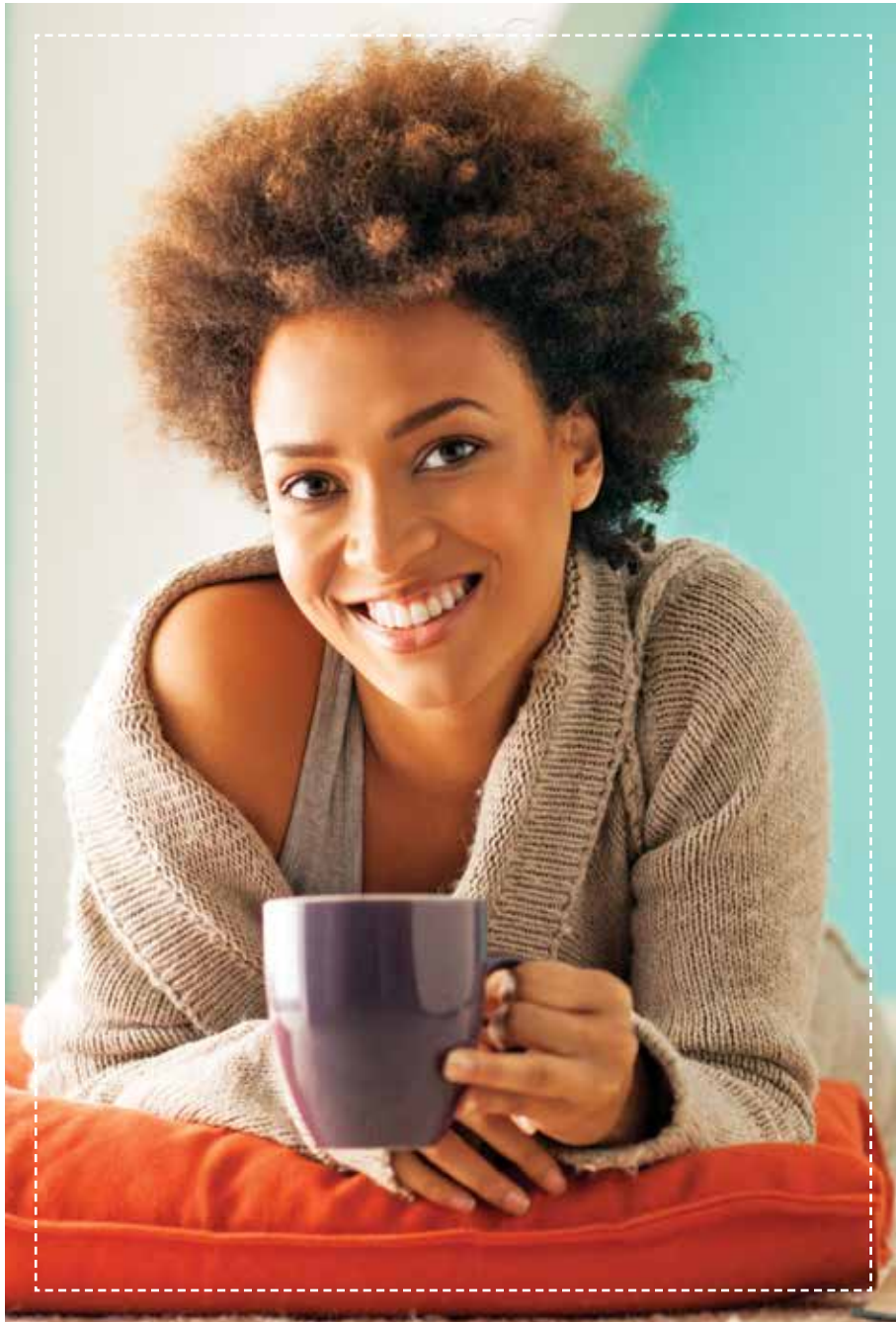
We best live our values through growth, both personal and organizational.

MISSION

To be the first-choice resource by inspiring and educating anyone who wants to participate more actively in natural health and wellness.

VISION

To engage the world by providing preventive natural health knowledge that positively impacts everyone's health and wellness.



OUR READER

Jane enjoys a balanced active lifestyle—she is environmentally conscious and health sensitive. She is the primary purchaser in her household, making smart purchasing decisions based on information available to her. She shares positive information about natural health and organic products with her family and friends, influencing their purchasing decisions. Jane is an information-seeker—constantly looking for the latest in natural health products, be it functional foods, supplements or beauty and skin care products.

Demographic Profile:

Our 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 or higher
- are from households with 3 or more individuals
- live in metropolitan areas

Psychographic Profile:

Our readers...

- 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 homeopathic and herbal remedies



2016 EDITORIAL CALENDAR

EACH ISSUE OF **sage** DELIVERS CONTENT THAT IS FRESH, INNOVATIVE 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 designed to help improve readers' lives. Each issue is brimming with original culinary ideas that meet readers' nutritional expectations for healthy living.



✓ GOAL SETTING

A new year brings new 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—to help readers start their new year off right.



✓ HEART HEALTH

Affairs of the heart are in focus this issue, while men's health is clearly in our sights. We bring the latest in heart-healthy diet, exercise and supplement news along with a closer look at what matters to men—and their overall well-being.



✓ CANCER

We all know someone who's been touched by cancer. In this issue, we guide readers through the labyrinth of information on the best strategies for cancer prevention and management, including the latest research on exercise, cancer-fighting foods and immune-boosting supplements.

MAY



✓ **DETOX**

Daily exposure to everything from environmental toxins to toxic relationships takes a toll on our health and well-being. With full lives and busy schedules, we all need to take time to refresh. This issue, we provide readers with suggestions to cleanse the body, mind and soul.

JUNE



✓ **ALTERNATIVE HEALTH**

More and more people are looking for healthy alternatives to traditional medical remedies. This issue, we provide well-researched information on the gamut of alternative health care practices that provide practical solutions to everyday problems.

JULY/AUG



✓ **WOMEN'S HEALTH**

While they look after everyone else's well-being, women also understand they need to keep themselves in tip-top health. This issue, we give women the latest information on issues specifically related to their health and also shine a light on helpful herbs and supplements.

SEPTEMBER



✓ **CHILDREN'S HEALTH**

Back-to-school time is the perfect opportunity to shine a light on children's health. Our focus this issue is on everything we need to provide our kids with a strong foundation for healthy living—from ideas on promoting good eating habits to supporting active lifestyles.

OCTOBER



✓ **LONGEVITY**

We're living better, longer. And with the focus on longevity this issue, we provide the latest information on healthy aging to maintain optimal health and well-being. Topics range from active living strategies to supplements, and from emotional health to social well-being.

NOV/DEC



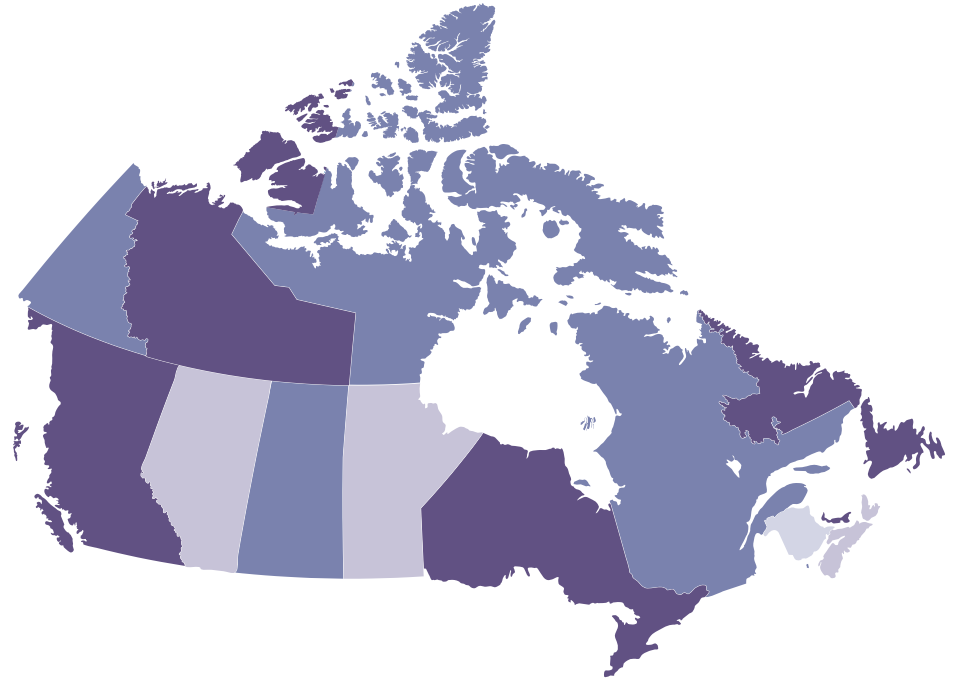
✓ **DIABETES**

Diabetes is on our minds as the end of the year draws near. This issue, we drive home the importance of prevention with timely information about the best ways to avoid or manage diabetes with healthy food choices, appropriate supplements and an active lifestyle.

LOBLAW DISTRIBUTION BREAKDOWN

TOTAL LOBLAW DISTRIBUTION POINTS: **815**

TOTAL DISTRIBUTION: **140K**



DISTRIBUTION BREAKDOWN OF LOBLAW LOCATIONS (2016):

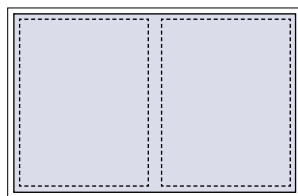
85,600 Ontario	14,000 Alberta	10,500 British Columbia	50 Yukon
63 Quebec	4,750 Saskatchewan	8,150 Nova Scotia	50 Northwest Territories
4,850 Manitoba	6,150 New Brunswick	950 Prince Edward Island	3,100 Newfoundland

DEADLINES, RATES & SPECIFICATIONS

AD DEADLINES

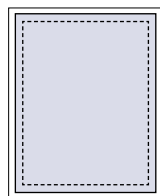
2016	ISSUE	AD RESERVATION	MATERIAL DUE
	January	October 23, 2015	November 6, 2015
	February/March	November 16, 2015	December 4, 2015
	April	January 22, 2016	February 5, 2016
	May	February 19, 2016	March 4, 2016
	June	March 18, 2016	April 4, 2016
	July/August	April 18, 2016	May 3, 2016
	September	June 17, 2016	July 5, 2016
	October	July 15, 2016	August 5, 2016
	November/December	August 19, 2016	September 2, 2016

SIZING SPECIFICATIONS



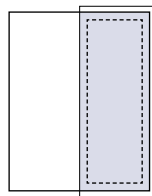
Double Page Spread

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)



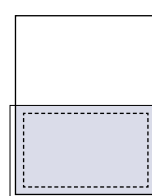
Full Page

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, please include bleed for both right and left pages.

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 photos 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 advertising account manager for details or email advertise@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
- not accepted: PageMaker, FrameMaker, Corel Draw and Microsoft Publisher
- ad must match size of one of the boxes shown at left
- label emails with ad name and company name
- include all fonts, logo and graphic files
- convert all RGB and Pantone spot colours to CMYK, and convert all fonts to outlines
- ads must be approved by *sage* prior to publication for content and design

Ads accepted via email at sageart@alive.com (less than 5MB), or on Alive Publishing's FTP site:

<ftp.alive.com> / username: alivemag / password: aliveart

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