

sage

Natural living for you and your family

2021 MEDIA KIT



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

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



Our Readers

Did we mention they are really really great?

Conventional retailers like grocery stores 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.

THOSE INTERESTED IN SAGE ...

PREDOMINANTLY
FEMALES
30 TO 55
YEARS OLD

PRINCIPAL
GROCERY
SHOPPERS
in their household

\$85,000
household income

3+ people in
their household

ARE MORE LIKELY TO USE
HERBAL
REMEDIES

PRIMARILY
POST-SECONDARY
EDUCATED

LEAD
HIGHLY ACTIVE
LIFESTYLES

ALREADY BUYS
NATURAL & ORGANIC
products and produce

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.

DISTRIBUTION

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

CIRCULATION

100,000 copies of *sage* across Canada

FREQUENCY

Six issues per year

Our Reach

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

100,000 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



We're available online at **loblaws.ca** and talking to more Canadians than ever!

Line Up

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 our readers know when these dishes are vegan or gluten free.

February/March HEART HEALTH

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

ON THE SHELF: HEART HEALTH

April/May IMMUNE HEALTH

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

ON THE SHELF: IMMUNE HEALTH

June/July/August BRAIN HEALTH

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

ON THE SHELF: BRAIN HEALTH

September KIDS' HEALTH

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

ON THE SHELF: KIDS' HEALTH

October/November HEALTHY AGING

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

ON THE SHELF: HEALTHY AGING

December/January DE-STRESSING

We're talking about: how stress affects our health and well-being, herbs and supplements that help, and seasonal superfoods for extra support.

ON THE SHELF: DE-STRESSING

WE ALWAYS TALK ABOUT THINGS LIKE:

- Seasonal food & drink recipes
- Monthly health advice
- Mental & physical wellness
- Pets
- Most 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 format, I picked up extra copies for friends.*”

” -L. Hassey, sage reader

Deadlines, Rates + Specifications

ADVERTISING RATES

	1x	6x	9x
Inside position			
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 <i>(limited spaces available)</i>	\$2,730		

Includes image and 40 words of text

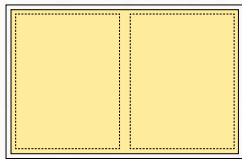
Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side. Add 10% for guaranteed page positioning. Prices in Canadian dollars.

Email sage@alive.com for more information.

AD DEADLINES

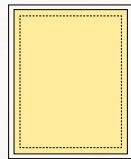
Issue	Ad reservation	Material due
Feb/Mar	November 16, 2020	December 1, 2020
April/May	January 18, 2021	February 2, 2021
Jun/ Jul/Aug	March 19, 2021	April 2, 2021
Sept	June 22, 2021	July 8, 2021
Oct/Nov	July 16, 2021	August 4, 2021
Dec/Jan	September 22, 2021	October 8, 2021

SIZING SPECIFICATIONS



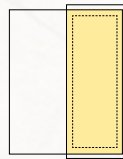
Double Page Spread

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)



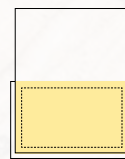
Full Page

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).



EDUCATE. INSPIRE. ENGAGE.

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

