



sage

NATURAL LIVING FOR YOU
AND YOUR FAMILY

2022 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. 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. 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.

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*

- > principal grocery shoppers in their household
- > predominantly females 30 to 55 years old
- > have household incomes of \$85,000
- > 3+ people in their household
- > are more likely to use herbal remedies
- > 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. 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: health habits, natural immune support, 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: Stress relief, meditation tips, healthy holiday meals
ON THE SHELF: *Supplements for stress*

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

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"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, & 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 <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
February/March	November 15, 2021	November 23, 2021
April/May	January 14, 2022	January 24, 2022
Jun/July/Aug	March 14, 2022	March 24, 2022
September	May 16, 2022	May 26, 2022
October/November	July 12, 2022	July 26, 2022
December/January	September 12, 2022	September 26, 2022

Sizing specifications



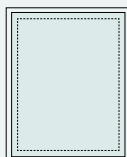
Double Page Spread

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)

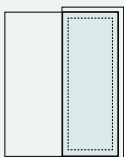


Full Page

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 *alive* 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, wetransfer) or *alive*'s FTP site.

Dropbox

send to: sageart@alive.com

<ftp.alive.com>

username: alivemag

password: aliveart



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TO DOING GREAT THINGS
WITH YOU

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