


Vitality Magazine Print Rates

Effective: Jan. 7, 2018


AD SIZES	1 ISSUE RATE	2 ISSUE RATE	3 ISSUE RATE	4 ISSUE RATE	5 ISSUE RATE	6 ISSUE RATE
OUTSIDE BACK COVER - Colour Only	\$1903	\$1844	\$1786	\$1728	\$1670	\$1611
INSIDE FRONT/BACK COVER - Colour Only	\$1754	\$1691	\$1627	\$1564	\$1500	\$1479
FULL PAGE AD - Colour	\$1585	\$1542	\$1500	\$1458	\$1415	\$1373
FULL PAGE AD - Black & White	\$949	\$906	\$864	\$822	\$779	\$737
3/4 PAGE AD - Colour	\$1299	\$1256	\$1214	\$1171	\$1129	\$1087
3/4 PAGE AD - Black & White	\$769	\$726	\$684	\$641	\$599	\$557
1/2 PAGE AD - Colour	\$949	\$917	\$885	\$853	\$823	\$790
1/2 PAGE AD - Black & White	\$604	\$572	\$541	\$509	\$477	\$445
1/4 PAGE AD - Colour	\$504	\$482	\$461	\$445	\$435	\$424
1/4 PAGE AD - Black & White	\$318	\$297	\$276	\$262	\$255	\$245
SUPER BUSINESS CARD - Colour	\$281	\$273	\$265	\$256	\$248	\$239
SUPER BUSINESS CARD - Black & White	\$186	\$178	\$170	\$161	\$153	\$144
1/8 PAGE - Colour	\$239	\$228	\$217	\$207	\$200	\$191
1/8 PAGE - Black & White	\$159	\$148	\$138	\$127	\$121	\$111
1/16 MINI - Colour	\$122	\$117	\$111	\$106	\$102	\$98
1/16 MINI - Black & White	\$80	\$74	\$69	\$64	\$60	\$55


All rates listed are PER ISSUE (published in both print and digital formats). All above prices are in Canadian funds for finished digital black-and-white and colour ads and are subject to change without notice. Prices do not include typesetting or design charges. Please add 13% HST to all rates. Guaranteed Minimum Circulation: 60,000 copies per issue, print and digital combined.


DISPLAY AD SIZING

 **OUTSIDE BACK COVER**
8.25" wide x 10.75" high (with bleed .1875)
7.25" wide x 9.75" high (without bleed)


 **1/2 PAGE AD VERTICAL**
3.5" wide x 9.75" high

 **SUPER BUSINESS CARD**
5.25" wide x 2.25" high

 **INSIDE FRONT/BACK COVER**
8.25" wide x 10.75" high (with bleed .1875)
7.25" wide x 9.75" high (without bleed)

 **1/2 PAGE AD HORIZONTAL**
7.25" wide x 4.75" high


 **1/8 PAGE HORIZONTAL**
3.5" wide x 2.25" high

 **FULL PAGE AD**
8.25" wide x 10.75" high (with bleed .1875)
7.25" wide x 9.75" high (without bleed)


 **1/4 PAGE AD VERTICAL**
1.63" wide x 9.75" high

 **1/8 PAGE VERTICAL**
1.63" wide x 4.75" high

 **3/4 PAGE AD VERTICAL**
5.25" wide x 9.75" high

 **1/4 PAGE AD STANDARD**
3.5" wide x 4.75" high

 **1/16 MINI**
1.63" wide x 2.25" high

 **3/4 PAGE AD HORIZONTAL**
7.25" wide x 7.25" high

 **1/4 PAGE AD HORIZONTAL**
7.25" wide x 2.25" high

Ad Reservation Deadline Dates

January 7	Feb/Mar issue
March 7	Apr/May issue
May 7	June/July issue
July 7	Aug/Sept issue
September 7	Oct/Nov issue
November 7	Dec/Jan issue

Only full page ads have bleed. If you put bleed on a display ad that is not a full page ad you will be asked to resend the file in the correct format and size.

For more information or to book an ad please contact seeta@vitalitymagazine.com