



2020 MEDIA KIT

PRINT & WEBSITE ADVERTISING

Celebrating 30 years!

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**MAKING
YOUR AD
FOR VITALITY**

The above boxes have interactive “go to” links to each page when viewed in Acrobat.

The Trusted Source for Natural Health Solutions since 1989

Why advertise with *Vitality* magazine?

For 30 years *Vitality* has been the trusted source for alternative health information and green living. Our loyal readers trust *Vitality* to supply them with the latest events, articles, products, services and courses.

Our website offers exciting opportunities to reach consumers across North America while our print edition continues to be the largest of its kind in Southern Ontario. There has never been a better time to choose *Vitality* magazine.

Expand your customer base today!

Awards

Best Publication 2018

Platinum

Hall of Fame Inductee 2018

Julia Woodford, Editor-In-Chief

Best Publication 2017

Gold

Courtesy of National Nutrition NNawards.ca



Members of:



PRINT & DIGITAL

60,000

Circulation

400

Distributors

Print

4 x per year

Digital Newsletter

8 x per year

120,000+

Reach per issue (In Print)

480,000+

Reach per year (In Print)

WEB

50,000+

Website Visitors
Per Month

11,000+

Social Media
Followers

8,700+

Digital Edition
Subscribers

READER PROFILE

74% Women | **26% Men**

Age: **48%** 35-54, **32%** 18-34, **20%** 55+

67% involved in regular fitness

54% read health-related publications

52% regularly enjoy bodywork services

47% support organic gardening & farming

VITALITY PRINT SCHEDULE, DEADLINES, CONTACTS & POLICIES

ISSUE	RESERVATION DEADLINE	EDITORIAL FEATURES	AD FEATURES
Spring issue (released March)	January 22	Getaway Guide	Resource Directory
Summer issue (released June)	April 22	Guide to Organics	Resource Directory
Autumn issue (released Sept.)	July 22	Whole Life Expo Showguide	Resource Directory
Winter issue (released Dec.)	October 22		Resource Directory

Reserving Ad Space:

Email, fax or mail your advertising requirements, indicating ad size, ad name, and in which issue(s) the ad is to run. All advertising requires an Advertising Contract to be signed by the customer.

If the deadline falls on a weekend or holiday, it is extended to the next business day at 4:30 pm. If you have missed our advertising deadline, call us anyway. Your ad can be put on a wait list, and will be accommodated if space allows.

Phone: 416-964-0528 **Fax:** 416-925-1967

Address: 356 Dupont St., Toronto, ON, M5R 1V9

Office Hours: 11 am to 4:30 pm, Monday to Friday

Print & Listings Advertising:

seeta@vitalitymagazine.com, 416-964-0528, ext. 102

Print, Resource Directory & Web Advertising:

jody@vitalitymagazine.com, 416-964-0528, ext. 108

Sponsored Content & Editorial Inquiries:

editorial@vitalitymagazine.com, 416-964-0528, ext. 101

Terms Of Payment:

1. Ad payment must be received by deadline date. See above.
2. Cheque, cash, Visa, or MasterCard are acceptable forms of payment.

Creating & Sending Your Ad:

Please see the last page of this document or click here for details on how to prep your ad for press and where to send it.

Policies & Conditions:

ADVERTISING POLICY: All ads are subject to publisher's discretion.

LIABILITY: In the case of an error or omission of advertising material by *Vitality* magazine, the advertiser will be compensated for an amount equivalent to the actual dollar value of the ad containing the error, to the maximum of one issue. It is expected that the advertiser will check their ad right away when the issue is released.

NSF CHEQUES are subject to a service charge of \$48 plus HST, made payable to *Vitality* magazine.

RECEIPTS: Receipt requests require a self-addressed, stamped envelope at time of ad placement, unless the receipt is sent via email.

CANCELLATIONS: Premature cancellation of any advertising contract will result in cancellation fees where applicable.

PRINT RATES

Published 4x per year

DISPLAY AD SIZES	1 ISSUE RATE	2 ISSUE RATE	3 ISSUE RATE	4 ISSUE RATE
OUTSIDE BACK COVER - Colour Only	\$1903	\$1844	\$1786	\$1728
INSIDE FRONT/BACK COVER - Colour Only	\$1754	\$1691	\$1627	\$1564
FULL PAGE AD - Colour	\$1585	\$1542	\$1500	\$1458
FULL PAGE AD - Black & White	\$949	\$906	\$864	\$822
3/4 PAGE AD - Colour	\$1299	\$1256	\$1214	\$1171
3/4 PAGE AD - Black & White	\$769	\$726	\$684	\$641
1/2 PAGE AD - Colour	\$949	\$917	\$885	\$853
1/2 PAGE AD - Black & White	\$604	\$572	\$541	\$509
1/4 PAGE AD - Colour	\$504	\$482	\$461	\$445
1/4 PAGE AD - Black & White	\$318	\$297	\$276	\$262
SUPER BUSINESS CARD - Colour	\$281	\$273	\$265	\$256
SUPER BUSINESS CARD - Black & White	\$186	\$178	\$170	\$161
1/8 PAGE - Colour	\$239	\$228	\$217	\$207
1/8 PAGE - Black & White	\$159	\$148	\$138	\$127
1/16 MINI - Colour	\$122	\$117	\$111	\$106
1/16 MINI - Black & White	\$80	\$74	\$69	\$64

SPRING ISSUE (March, April, May): **deadline January 22**
SUMMER ISSUE (June, July, Aug): **deadline April 22**
AUTUMN ISSUE (Sept, Oct, Nov): **deadline July 22**
WINTER ISSUE (Dec, Jan, Feb): **deadline October 22**

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.

Design Service

If you are unable to make your ad we offer a design service for \$40/hour. Ads generally take 1-2 hours. Please email all content to advertising@vitalitymagazine.com.

To book a display ad, please contact:
seeta@vitalitymagazine.com
416-964-0528, ext. 102

DISPLAY AD SIZING

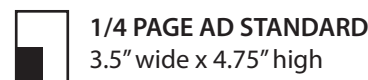
Only full page ads have bleed. If you put bleed on any other size you will be asked to resend the file at the correct size.



FULL PAGE AD (Same size as Back/Front 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



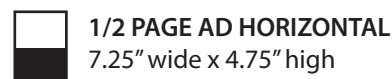
1/4 PAGE AD STANDARD
 3.5" wide x 4.75" high



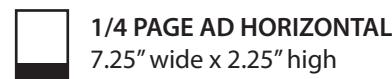
1/8 PAGE HORIZONTAL
 3.5" wide x 2.25" high



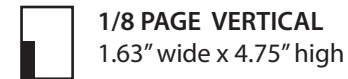
3/4 PAGE AD VERTICAL
 5.25" wide x 9.75" high



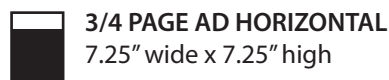
1/2 PAGE AD HORIZONTAL
 7.25" wide x 4.75" high



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



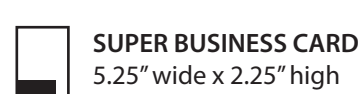
1/8 PAGE VERTICAL
 1.63" wide x 4.75" high



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



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



SUPER BUSINESS CARD
 5.25" wide x 2.25" high



1/16 MINI
 1.63" wide x 2.25" high

General print inquiries: seeta@vitalitymagazine.com • Full Page & 1/4 Page Ads: jody@vitalitymagazine.com

RESOURCE DIRECTORY

The Resource Directory is a seasonal insert featuring **Centres, Schools, Vacations & Retreats** 4 times a year.

Dimensions of ad are 7.25" wide by 2.25" high. Cost includes typesetting, 60 words and one image.



Proportional Representation, not actual size.

Resource Directory Rates

1x	4x
\$180	\$160

Please add 13% HST.

Published 4x per year

SPRING (March, April, May): **deadline January 22**
SUMMER (June, July, Aug): **deadline April 22**
AUTUMN (Sept, Oct, Nov): **deadline July 22**
WINTER (Dec, Jan, Feb): **deadline October 22**

To Book A Resource Directory Ad Please Email
jody@vitalitymagazine.com
or call 416-964-0528 ext. 108

LISTINGS TEXT-ONLY ADS

Choice of three sections:

Calendar of Events, Service Directory and Classifieds.

Cost: **\$1.50 per word** plus 13% HST.

Discounted rates:

Display and RD advertisers who book Listings in the same issue receive **50% off of the regular rate.**

Published 4x per year

SPRING (March, April, May): **deadline January 22**
SUMMER (June, July, Aug): **deadline April 22**
AUTUMN (Sept, Oct, Nov): **deadline July 22**
WINTER (Dec, Jan, Feb): **deadline October 22**

To Book A Listings Ad Please Email
seeta@vitalitymagazine.com
or call 416-964-0528 ext. 102

SERVICE DIRECTORY

RETREATS & VACATIONS

HIDDEN BUDDHA HEALING CENTER: Retreats, Retreats, Yoga & Meditation, Reiki, Massage, Health Coaching. Contact: Lidia (416) 912-1721, www.hiddenbuddhahealingcenter.com

SILENT MEDITATION RETREAT: Choose from 2.5 nights Dec 8 - 11, with Li Frost. www.sugarridge.ca

WINTER HOLIDAY GETAWAY: Escape the city! Daily yoga, meditation & yoga classes. Dec 15 - 22 and Dec 29 - Jan 5. www.sugarridge.ca

REJUVENATING YOGA WEEKEND RETREAT: Relax after the holiday chaos and start the New Year refreshed. Jan 3 - 5, Sugar Ridge Retreat Centre. www.sugarridge.ca

GET CLEAR ON YOUR YEAR - Week Retreat: Start 2020 getting balanced, with a focused mind, and be clear on how you want to be your life. Jan 3 - 10, Sugar Ridge Retreat Centre. www.sugarridge.ca

YOGA & SHI: Address Your Stress Retreat. Learn to cope with stresses of daily life & have fun in the snow! Jan 10 - 12, Sugar Ridge Retreat Centre. www.sugarridge.ca

GENTLE YOGA AND SHI ESCAPE - A Weekend Retreat: The Yoga is gentle, the shi is country style fun, and the food is delicious! Jan 24 - 26, Sugar Ridge Retreat Centre. www.sugarridge.ca

RESTORATIVE YOGA AND MASSAGE RETREAT: with Li Frost & Andrea Lupton. The massage happens during restorative yoga (90-120 decider!) This weekend is designed for you to relax and be nourished in mind, body and spirit. Jan 31 - Feb 2, Sugar Ridge Retreat Centre. www.sugarridge.ca

MINDFULNESS BASED STRESS REDUCTION: Week Retreat with Li Frost. Immense in practice and ditch your stress. Feb 2 - 7, 2020, Sugar Ridge Retreat Centre, for more info, visit www.sugarridge.ca

YOGA, SHI & BUNBA: A weekend of fun exploration Feb 7 - 9 with Li Frost & Shira. Sugar Ridge Retreat Centre. www.sugarridge.ca

FAMILY DAY GETAWAY: Feb. 14 - 17. An escape for the whole family. Sugar Ridge Retreat Centre, for more info, visit www.sugarridge.ca

MINDFUL, HEALING, YOGA & MEDITATION: Feb 21 - 23 with Li Frost. Sugar Ridge Retreat Centre, for more info, visit www.sugarridge.ca

HEALTH FOOD STORE

HEALTH FOOD STORE: In Hamilton established 1997. Sales \$500,000 per year. Located in Wellness Clinic with 2 practitioners. Newly renovated. Customer loyalty program. Owner retiring. Two year lease available at very low monthly rent. Inventory in \$60,000. Buyer pays \$60,000 for stock and all fixtures including POS system plus \$25,000 good will. Located on Hamilton Mountain in high traffic area. All financial statements available. Call Barry Goldstein at (905) 363-6767 or call (905) 741-6844.

BUY / SELL: FOR SALE: Norwalk Junior Model 270 \$2,200, Green Star Junior \$400, Ion Cluster Aqua Chl Prod Series 11 \$800. Contact: 416-933-9356.

HEALTH PRODUCTS: COLLOIDAL SILVER GENERATORS: Make your own fresh, high potency with our professional domestic and commercial colloidal generators. We supply large area electrodes of 99.99% pure silver, gold, copper, magnesium, zinc, iron, platinum, palladium, tin, titanium in 3 more. 20% discount for customers. Made in USA. www.bioenergy.com. (416) 478-6944 or 1-800-485-2022.

FREE KANGEN WATER FOR THREE DAYS: www.kangenpacthree.com, 2378 Silver Star Dr Toronto, Jan. 02 2020 for Winter Holidays.

SPACE FOR RENT: BEAUTIFUL OFFICES: Toronto Heating Air Conditioning established 1983. Office a large range - Bloor Street West at Christie subway. Specializing in prophytherapy, open to all. For inquiries call at (416) 533-8777 or email info@torontohedgarts.ca

YOGA: SUNDEVILYOGA - A Kripalu Yoga Programme in Richmond Hill and Thornhill. Yoga Classes, Yoga Therapy, Retreats and 200 & 300-hour Yoga Teacher Training. www.sundevilyoga.com (905) 770-9210.

THERAPEUTIC YOGA: focusing on Emotional and Chronic Release, Fertility and Prenatal. By utilizing the body-mind connection, the body allows a shifting of the emotional state for a renewed physical ability. Call at (905) 242-6871 or for details, visit www.nourishingyogacenter.com

YOGA PRANAYAM CENTRE: Beginner and Intermediate Kripalu yoga - easy, effective, safe. 346 Dundas Ave. West, Toronto. Contact: Christine Brown, Call (416) 961-7211.

CLASSIFIEDS

SPACE FOR SALE

ELEGANTLY FINISHED: this modern space offers floor to ceiling windows, balcony living room space with open concept kitchen. Wheelchair accessible bathrooms & 1 large therapy room. Near Light Rail. Contact: Sandra parttime and fulltime. Perfect for a psychotherapist or social worker, naturopath, or acupuncturist. Can also hold nutrition or cooking workshops. Please call Michael (416) 447-5768 or email michael@2020@gmail.com

HIDDEN BUDDHA HEALING CENTER: The Perfect Place to Host Your Retreat. Rental space for retreat leaders, year-round. Contact: Lidia (416) 912-1721, Visit: www.hiddenbuddhahealingcenter.com

NEW PSYCHOTHERAPY SPACES: Beautiful building across from Allen Gardens - 120 Carlton at Jones. Six spaces available on full-time, part-time and occasional basis. For inquiries call at (416) 533-8777 or email at info@torontohedgarts.ca

PANDEVA PSYCHOTHERAPY SPACE: Beautiful renovated offices available part-time and occasional. In contact with call at (416) 967-2205.

VITALITY'S OFFICE WILL BE CLOSED: From Feb. 20 - 29th to Feb. 23rd, Jan. 02 2020 for Winter Holidays.

CHECK YOUR AD! VITALITY MAGAZINE requires advertisers to check their ad before submission. We will not be responsible for notices that are not received by readers. These notices are not liability for advertisements or do liability for errors in ads is waived by the advertiser.

Beautiful Offices!

- Great Selection!
- Full Time, Part Time & Occasional Rentals
- Reasonable Rates
- Workshop Space Also

Stop! Want to Own a Subway? **416-535-8777**

Toronto Heating, Air & Cooling
 www.torontohedgarts.ca

WEB ADVERTISING

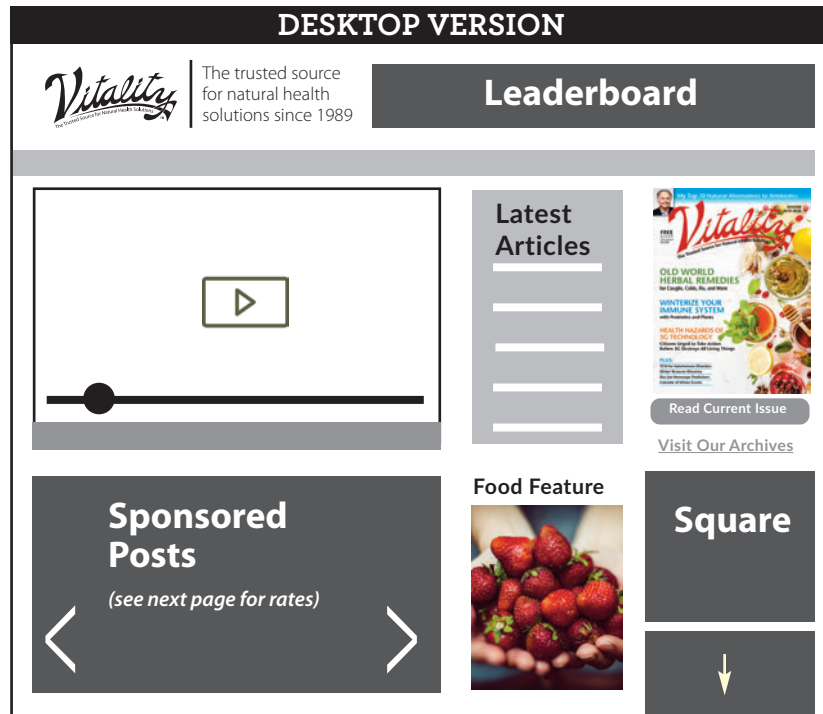
See next page for more options. All prices are in Canadian funds plus 13% HST tax.

Leaderboard \$336 (per month)

Appears at top of website. Seen on all pages. Randomly rotates with a maximum of 3 ads.

Square \$194 (per month)

Appears in right column of all pages on desktop. All square ads shown on desktop concurrently. Seen in all articles on mobile, ads show one at time in two different positions in mobile.



Leaderboard Size

Desktop: 728 wide x 90 high

Mobile: 320 wide x 100 high

Square Size

Desktop: 300 wide x 250 high

Mobile: 300 wide x 200 high

All ads should be sent as a JPG in a RGB colour mode at 72 dpi.



Examples below are proportional representations and not the actual size.

Leaderboard Desktop: 728 x 90 pixels

Leaderboard Mobile:
320 x 100 pixels

Square Desktop:
300 x 250 pixels

Square Mobile:
300 x 200 pixels

Square ads on mobile show after the 3rd and 9th paragraphs in all articles*. One ad is shown at a time in each position and randomly rotates between refreshes or navigating to other articles.

*Ads can sometimes appear 1 or 2 paragraphs before or after their designated position.

Design Service

We offer a design service for \$40/hour. Please email all content to advertising@vitalitymagazine.com.

For Leaderboard & Square ad booking, please contact jody@vitalitymagazine.com

Send completed ads (or content) to advertising@vitalitymagazine.com

Receive 1 month free with purchase of any leaderboard or square ads!*

*Only applies to new customers. One time use only.

SPONSORED POSTS, BOOKS & LINKS

Sponsored Content

Also known as “Native Advertising”, Sponsored posts offer a way for advertisers to reach people through non-traditional methods.

According to the Harvard Business Review, “70% of people say they’d rather learn about products through content rather than through traditional advertising.”

Sponsored Posts \$225

Article supplied by the customer. Labelled as sponsored post at the top of the article. Editing services provided. Up to 3 photos & 3 links can be supplied.

Sponsored Books \$100

We accept articles written to promote books by the author, press release or excerpt from the book. Labelled as featured book and press release. Includes 2 Photos.

Sponsored Links \$75

Links added to articles must be relevant. Links must be submitted for editorial review and approval, along with your instructions on which article you wish to insert it into. Links only allowed in sponsored posts that belong to the same customer. Sponsored links last one year.

SEE LINKS BELOW FOR EXAMPLES OF SPONSORED CONTENT

Sponsored Posts: vitalitymagazine.com/blog/

Sponsored Books: vitalitymagazine.com/article-categories/books/

GUIDELINES FOR SPONSORED POSTS

- All Sponsored Content must be well-written and meet *Vitality* magazine's high editorial standards.
- Sponsored content must provide relevant information on natural health, alternative medicine, or green living.
- All submissions are subject to editorial review before approval. Review will be completed within 2 to 3 days.
- You will be informed if your post has been approved as is, if revisions are needed, or if it is not accepted.
- If approved, the Sponsored post will be uploaded to our site and you will be invoiced after you have reviewed it to your satisfaction.
- Sponsored Posts appear in the “Sponsored Post” section for a minimum of one year and will be fully searchable by our search engine and Google.
- Book Posts appear in the “Books” section for a minimum of one year, and will be fully searchable by our search engine and by Google.

All prices are in Canadian funds plus 13% HST tax.

Additional Services

Additional links in sponsored content \$30 (each)

Editing Services: \$40 / hour • Yearly Content Renewal Fee: \$50

For sponsored posts, or any type of native advertising, please contact editorial@vitalitymagazine.com

NEWSLETTER ADVERTISING

8x Per year	February (deadline Jan 20)	August (deadline July 20)
	April (deadline Mar 20)	October (deadline Sept 20)
	May (deadline Apr 20)	November (deadline Oct 20)
	July (deadline Jun 20)	January (deadline Dec 20)

Banner Ad, Position 1 \$160

Banner runs at the top of the newsletter below the Vitality logo. Contains clickable link.

Banner Ad, Position 2 \$140

Runs within the content in the second position. Contains clickable link.

Banner Ad, Position 3 \$120

Runs within the content in the third position. Contains clickable link.

Sizing & Specifications

72 DPI • RGB Colour Mode.
All Newsletter ads are 550 pixels wide by 150 pixels high.
Minimum font size 20pt to ensure text shows on mobile.

Design Service

We offer a design service for \$40/hour.
Please email all content to advertising@vitalitymagazine.com.


NEWSLETTER STATS

71% **8743**
Female Current Subscribers

Central Ontario
Largest hotspot for subscribers

For newsletter advertising please contact jody@vitalitymagazine.com

NEWSLETTER EXAMPLE



The trusted source for natural health solutions since 1989

Banner Ad, Position 1
550 wide x 150 high (pixels)

IMAGE

ARTICLE TITLE

=====

=====

IMAGE

ARTICLE TITLE

=====

=====

Banner Ad, Position 2
550 wide x 150 high (pixels)

IMAGE

ARTICLE TITLE

=====

=====

IMAGE

ARTICLE TITLE

=====

=====

Banner Ad, Position 3
550 wide x 150 high (pixels)

IMAGE

ARTICLE TITLE

=====

=====

IMAGE

ARTICLE TITLE

=====

=====

Sending your **Print ad** to Vitality magazine

Acceptable Formats:

Adobe Illustrator (EPS w/ fonts converted to outlines)

Adobe Photoshop (PDF v5.1.4 or lower)

Adobe Indesign (PDF v5.1.4 or lower)

Quark Xpress 7 (PDF or collected qxp folder)

Corel Draw (PDF v5.1.4 or lower)

PDFs from other programs can be sent but have a low success rate

When Creating the Ad:

- ✓ check dimensions are correct size
- ✓ do not create crop marks or leave anything outside of border
- ✓ only use bleed on full page ads
- ✓ do not use menu styles (little B or I buttons in text menus)
- ✓ colour ads should be in a CMYK colour mode
- ✓ black and white ads should be in greyscale or bitmap colour mode
- ✓ all black text should have the colour value C: 0 M: 0 Y: 0 K: 100
- ✓ ads sent that are lower than 200 dpi will be rejected by pre press

Print specs

Colour Mode: CMYK (Colour Ads)
Resolution: 300 DPI/PPI

Greyscale (Black and white ads)
Sizing: See page 4 for dimensions

All ads smaller than 1/2 page size, can be emailed to: **advertising@vitalitymagazine.com**
All ads that are 1/2 page and larger, can be emailed to: **prepress@vitalitymagazine.com**

*When emailing the ad, please include the name it was booked under in the Subject heading.
In the body of the e-mail, please include the name of the ad, what program it was made in,
the size of the ad, and whether or not it is running in colour.*

Subject Heading:
Ad Name?
Email Body:
Ad Name? Size?
Program ad was made in?
Colour or black and white?

Questions? email advertising@vitalitymagazine.com 416-964-0528, Pre Press ext. 104, Design ext. 105

If you have not received a reply from Vitality within 5 business days please call the office as we may not have received your email.

Sending your **Web Ad** to Vitality magazine

Web specs

Colour Mode: RGB **Resolution: 72 DPI/PPI** **Sizing:** See page 6

Please send all web ads to **advertising@vitalitymagazine.com**