

## 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

# WEB ADVERTISING

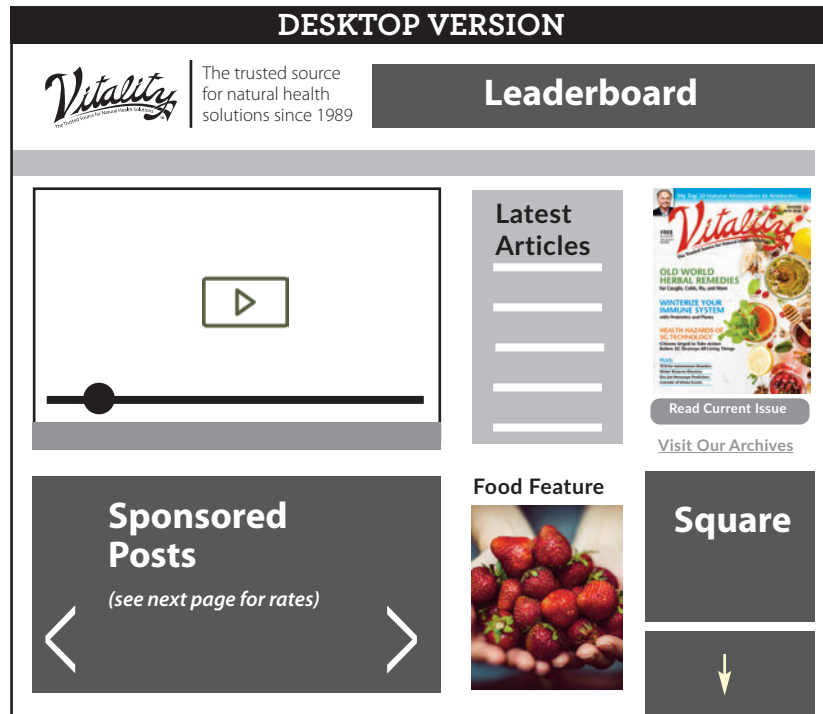
See next page for more options. All prices are in Canadian funds plus 13% HST tax.

## 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](mailto:advertising@vitalitymagazine.com).

For Leaderboard & Square ad booking, please contact [jody@vitalitymagazine.com](mailto:jody@vitalitymagazine.com)

Send completed ads (or content) to [advertising@vitalitymagazine.com](mailto: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/](http://vitalitymagazine.com/blog/)

Sponsored Books: [vitalitymagazine.com/article-categories/books/](http://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.

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*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](mailto:editorial@vitalitymagazine.com)**

# NEWSLETTER ADVERTISING

|                       |                            |                            |
|-----------------------|----------------------------|----------------------------|
| <b>8x</b><br>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](mailto:advertising@vitalitymagazine.com).

## NEWSLETTER STATS

**71%**      **8743**

Female      Current Subscribers

## Central Ontario

Largest hotspot for subscribers

For newsletter advertising please contact

[jody@vitalitymagazine.com](mailto: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

IMAGE

ARTICLE TITLE

ARTICLE TITLE

## Banner Ad, Position 2

550 wide x 150 high (pixels)

IMAGE

IMAGE

ARTICLE TITLE

ARTICLE TITLE

## Banner Ad, Position 3

550 wide x 150 high (pixels)

IMAGE

IMAGE

ARTICLE TITLE

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**