



2022 MEDIA KIT

DIGITAL MAGAZINE, WEBSITE & NEWSLETTER ADVERTISING

Celebrating 32 years!

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2022 MEDIA KIT

DIGITAL MAGAZINE, WEBSITE & NEWSLETTER ADVERTISING

The Trusted Source for Natural Health Solutions since 1989

Why advertise with *Vitality's digital magazine*?

For 30 years *Vitality* has been the trusted source for natural health, alternative medicine, and green living. Our loyal readers trust us to supply them with the latest news, information, therapies, products, and services.

Our digital magazine, website & newsletter offer great opportunities to reach consumers in the GTA, Canada, the US, and beyond.

Expand your customer base today!

Members of:



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



WEB

112,872+

Website Visitors
Per Month

9,631+

Social Media
Followers

8,812+

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 DIGITAL EDITION SCHEDULE, DEADLINES, CONTACTS & POLICIES

ISSUE	RESERVATION DEADLINE	ARTWORK DUE DATE	RELEASE DATE
Spring issue (Mar, Apr, May)	January 22	January 29	Early March
Summer issue (Jun, Jul, Aug)	April 22	April 29	Early June
Autumn issue (Sept, Oct, Nov)	July 22	July 29	Early September
Winter issue (Dec, Jan, Feb)	October 22	October 29	Early December

Reserving Ad Space:

Email your advertising requirements, indicating ad size, ad name, and in which issue(s) or newsletter 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

Digital Advertising, Classifieds & Calendar of Events Advertising

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

Digital Edition and 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:

Cheque, Visa & MasterCard are acceptable forms of payment.

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 digital edition, 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 digital issue or newsletter is released.

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

RECEIPTS will be sent upon request.

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

Creating & Sending Your Ad:

Please send your ad to advertising@vitalitymagazine.com

See next page for dimensions & details.

DIGITAL EDITION RATES

AD SIZES	1 ISSUE RATE	2 ISSUE RATE	3 ISSUE RATE	4 ISSUE RATE
INSIDE FRONT COVER (FULL PAGE AD)	\$439	\$423	\$407	\$391
INSIDE BACK COVER (FULL PAGE AD)	\$378	\$363	\$347	\$331
FULL PAGE AD	\$396	\$386	\$375	\$365
OUTSIDE BACK COVER (FULL PAGE AD)	\$317	\$307	\$298	\$288
1/2 PAGE AD	\$237	\$229	\$221	\$213
1/4 PAGE AD	\$126	\$120	\$115	\$111
1/8 PAGE AD	\$60	\$57	\$54	\$52

All rates listed are **PER ISSUE** (published in digital format). All above prices are in Canadian funds for finished digital colour ads and are subject to change without notice. Prices do not include typesetting or design charges. Please add 13% HST to all rates.

AD SIZES

Please send your ad as a PDF or EPS.

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. All sizes are in full colour. CMYK or RGB accepted.

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)

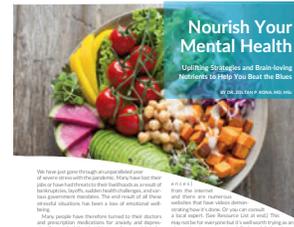
1/4 PAGE AD STANDARD
3.5" wide x 4.75" high

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

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

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

Please send your ad to advertising@vitalitymagazine.com



Nourish Your Mental Health
Uplifting Strategies and Brain-Loving Nutrition to Help You Beat the Blues

Get food to try meditation and practices to try. - Happiness

Get food to try meditation and practices to try. - Happiness

Get food to try meditation and practices to try. - Happiness

1/2 PAGE AD HORIZONTAL

Get food to try meditation and practices to try. - Happiness

Get food to try meditation and practices to try. - Happiness

Get food to try meditation and practices to try. - Happiness

New Digital Edition

Vitality's new digital magazine will be released through our network of subscribers (8,812+), and will also be posted on our website for a period of 3 months. As well, it will be promoted through Twitter, Facebook, and Instagram.

To encourage our advertisers to share the magazine with their subscribers, we will be offering special prices to those who send it out through their networks. Please inquire for more information.

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

LISTINGS (TEXT ONLY ADS)

Choice of three sections:

Classifieds, Calendar of Events & Service Directory

TEXT AD ONLY IN DIGITAL ISSUE

Cost: **50 cents per word** plus 13% HST.

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

Published In Digital Edition

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**

VITALITY MARKETPLACE

This Marketplace is a new section that is being set up to promote products, offer monthly promotions, and special features.

Advertisers can buy a box ad on this space here as a special perk when advertising in our magazine.

These ads will be featured on our search engines, which adds another layer of exposure to your product promotions.

UNDER CONSTRUCTION

CALENDAR OF EVENTS

WORKSHOPS • LECTURES • SEMINARS • COURSES • RETREATS • PROGRAMS

DECEMBER

DEC 2 LET'S STAY POSITIVE AND FOCUSED zoom 8 - 9 pm. Please visit www.marfan.org/canada

DEC 4 READ! 11 am - 4 pm www.marfan.org/canada

DEC 6 VISION BOARD zoom 8 to 9 pm www.marfan.org/canada

DEC 9 READ SHARE! 7 - 9 pm www.marfan.org/canada

DEC 18 REHO! CERTIFICATION Learn to treat yourself & others. Includes: Principles of Healing, Chakra, endocrine glands, Diastolic Bloodwork, Virginia Hart Nelson, 28 year experience. (1416) 964-1646. virginia@thetherapy.ca

JAN 5 LET'S TALK REHO! zoom 8 - 9 pm www.marfan.org/canada

JAN 10 MINDFUL MEDITATION zoom 8 - 9 pm. Please visit www.marfan.org/canada

JAN 13 READ SHARE! 7 - 9 pm www.marfan.org/canada

JAN 15 READ! 11 am - 4 pm www.marfan.org/canada

Vitality Magazine is moving to the online in 2022. Advertising inquiries: info@vitalitymagazine.com



The staff at Vitality Magazine wish all of our readers, advertisers, and supporters a Happy Winter Solstice on December 21st!

JAN 15 REHO! CERTIFICATION Learn to treat yourself & others. Includes: Principles of Healing, Chakra, endocrine glands, Diastolic Bloodwork, Virginia Hart Nelson, 28 year experience. (1416) 964-1646. virginia@thetherapy.ca

JAN 16 IN THE HARBOR RESET RETREAT! An immersive retreat experience for individuals seeking wellbeing, transformation, and wishing for a reset. Join a supportive community with diverse goals and values as we create personal habits & routines that will help us step into who we want to be and how we want to be being. northern@edgeworkshops.ca **HEAR!** Call 1-888-363-8320.

JAN 17 & PRINCIPLES! 8 - 9 pm www.marfan.org/canada

FEBRUARY

JAN 22 LET'S STAY FOCUSED AND POSITIVE zoom 8 - 9 pm www.marfan.org/canada

JAN 27 LET'S STAY FOCUSED AND POSITIVE zoom 8 - 9 pm www.marfan.org/canada

JAN 31 LET'S STAY FOCUSED AND POSITIVE zoom 7:30 - 8:30 pm www.marfan.org/canada

Get a FREE subscription to Vitality's monthly newsletter! Send request to: subscriptions@vitalitymagazine.com or sign up on www.vitalitymagazine.com

JAN 11 & PRINCIPLES! 8 - 9 pm www.marfan.org/canada

FEB 3 & MARCH 5 HAPPINESS THROUGH LEADERSHIP! 7 pm central time. Stepping into your Creativity, Purpose, Progress, Gratitude, Freedom, Fulfillment, Resilience. <https://www.wendell.com/wh/stepping-into-your-gratitude-identity/1512121117>

FEB 3 - 4 HEART FLAME RETREAT! Coming home to the fire within, we gather under the stars in the silence of winter to rekindle our passion. Connect deeply with yourself and nature in the lap of the Circle Retreat. northern@edgeworkshops.ca Circle 1-888-363-8320.

FEB 10 READ SHARE! 7 - 9 pm www.marfan.org/canada

FEB 11 - 13, 18 - 21 FIRE & ICE A Winter Retreat! Snow down in the quiet pace of winter, stay in a private forest cabin and enjoy guided winter adventures paired with heart warming meals during the most magical time of the year. We welcome you to visit our Vancouver or Banff City locations. northern@edgeworkshops.ca www.marfan.org/canada

FEB 15 MINDFUL MEDITATION zoom 8 - 9 pm. Please visit www.marfan.org/canada

FEB 16 LET'S STAY FOCUSED AND POSITIVE zoom 8 - 9 pm www.marfan.org/canada

Nature Retreats Celebrate & Engage Your Community

Just 3 hours North of Toronto, the Edge is an unspoiled, well-governed Retreat & Activities Centre with a passion for fostering community connection through memorable group experiences. We specialize in offering a wide range of programs, from Yoga & Pilates to Running & Social Groups, Team Building, Social Connections, and more.

Northern@edgeworkshops.ca | 888-363-8320
Retreats@northern@edgeworkshops.ca

Comfortable accommodations in a variety of cabin styles, especially for groups of 10-25.
Fresh, Local, Seasonal Culinary Experiences tailored to your group's dietary needs.
Accom your experience with your choice of included activities facilitated by our team.

EDGE EXPERIENCE NATURE LEASERS

48 VITALITY MAGAZINE - WINTER 2021 | 2022 www.vitalitymagazine.com



BACK TO FIRM SKIN.
BEAUTY SKIN CARE

TITLE HEADLINE

DESCRIPTION

LEARN MORE

General advertising inquiries: 416-964-0528 • email: seeta@vitalitymagazine.com

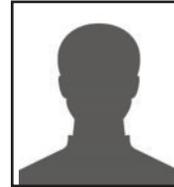
NATURAL HEALTH SERVICES DIRECTORY

RATE: \$25/MONTH (Online only)

Link to directory:

vitalitymagazine.com/natural-health-services-directory/

The Natural Health Services Directory offers established and respected services such as Ayurveda, Bodywork, Energy Healing, Health & Wellness Clinics, Traditional Chinese Medicine, and more.



Caption

NAME OF BUSINESS

DESCRIPTION

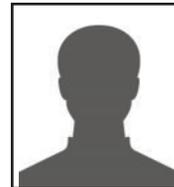
**CONTACT
INFO**

WEBSITE

THERAPISTS & COUNSELLORS IN ONTARIO

RATE: \$25/MONTH (Online only)

The Therapists & Counsellors section showcases reputable professionals offering talk therapy, counselling, hypnotherapy, and psychotherapy.



Caption

NAME OF BUSINESS

DESCRIPTION

**CONTACT
INFO**

WEBSITE

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.
Appears in all articles on mobile devices.

Video \$250 (per month) \$20 (to update video)

Appears on home page of
website on desktop & mobile.

Mini Banner \$130 (per month)

Appears within all articles.
(Not guest or sponsored posts)

Leaderboard Size

Desktop: 728 wide x 90 high

Mobile: 320 wide x 100 high

Square Size (one size)

300 wide x 250 high

Mini Banner (one size)

350 wide x 125 high

The screenshot shows the Vitality website layout with several ad placements. At the top left is the Vitality logo and tagline: "The trusted source for natural health solutions since 1989". A large "Leaderboard" ad is positioned at the top right. Below the logo, there is a "Video" player with a play button and a progress bar. To the right of the video player is a "Latest Articles" section with four horizontal lines representing article titles. Below the articles is a "Food Feature" section with an image of strawberries. At the bottom left, there is a "Sponsored Posts" section with a dark background, white text, and navigation arrows, including the text "(see next page for rates)". At the bottom right, there is a "Square" ad placement area. A "Read Current Issue" button and a "Visit Our Archives" link are also visible near the magazine cover image.

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

Design Service

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

**With purchase of leaderboard, square or mini banner
receive one FREE ad of equal or lesser value.***

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

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

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

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

12x Per year	January (deadline Dec 20th)	July (deadline Jun 20th)
	February (deadline Jan 20th)	August (deadline July 20th)
	March (deadline Feb 20th)	September (deadline Aug 20th)
	April (deadline Mar 20th)	October (deadline Sept 20th)
	May (deadline Apr 20th)	November (deadline Oct 20th)
	June (deadline May 20th)	December (deadline Oct 20th)

Banner Ad, Position 1 \$160 Sizing: 550 wide by 150 high (pixels)
Banner runs at the top of the newsletter below the Vitality logo.
Contains clickable link.

Tile Ad, Position 2 & 3 \$75 Sizing: 260 by 260 (pixels)
Runs within the content in the middle of the newsletter
Contains clickable link.

Banner Ad, Position 4 \$50 Sizing: 550 wide by 150 (pixels)
Runs within the content near the bottom of the newsletter.
Contains clickable link.

Sizing & Specifications

72 DPI • RGB Colour Mode.
Banner ad size: 550 wide by 150 high (pixels)

Design Service

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

NEWSLETTER STATS

71% **8812**
Female Current Subscribers

Southern & 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

**Tile Ad,
Position 2**

IMAGE

ARTICLE TITLE

IMAGE

ARTICLE TITLE

**Tile Ad,
Position 3**

Banner Ad, Position 4
550 wide x 150 high (pixels)