

# sage

Natural living for you and your family

## 2021 MEDIA KIT



# 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

We reach readers at a critical point:  
in the store aisle where they're  
deciding what to buy.



# Our Readers

## Did we mention they are really really great?

Conventional retailers like grocery stores for 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, but only 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 ...

PREDOMINANTLY  
**FEMALES**  
30 TO 55  
YEARS OLD

PRINCIPAL  
**GROCERY**  
**SHOPPERS**  
in their household

**\$85,000**  
household income

**3+** people in  
their household

ARE MORE LIKELY TO USE  
**HERBAL**  
**REMEDIES**

PRIMARILY  
**POST-SECONDARY**  
**EDUCATED**

LEAD  
**HIGHLY ACTIVE**  
**LIFESTYLES**

ALREADY BUYS  
**NATURAL & ORGANIC**  
products and produce

**We've partnered with Canada's biggest retailer, Loblaw, so you can reach the most new customers.**

*sage* is distributed in the Natural Values section and other strategic locations in Loblaw stores across Canada.

#### DISTRIBUTION

*sage* in over 800 different Loblaw stores (Real Canadian Superstore, City Market, Your Independent Grocer, and Zhers locations)

#### CIRCULATION

140,000 copies of *sage* across Canada

#### FREQUENCY

Nine issues per year

# Our Reach

We're going places (so come along for the ride)

100,000 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:

<b>ON</b> 61,800	<b>AB</b> 10,000	<b>BC</b> 7,600	<b>NS</b> 6,000
<b>NB</b> 4,300	<b>SK</b> 3,500	<b>MB</b> 3,200	<b>NL</b> 2,400
<b>PE</b> 600	<b>YT</b> 300	<b>NT</b> 200	<b>QC</b> 100



We're available online at **loblaws.ca** and talking to more Canadians than ever!

# Line Up

*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.

<p>January <b>DIGESTIVE HEALTH</b></p> <p><b>We're talking about:</b> probiotics, plant-based diets, fitness nutrition</p> <p><i>ON THE SHELF: DIGESTIVE HEALTH</i></p>	<p>February <b>HEART HEALTH</b></p> <p><b>We're talking about:</b> heart-healthy supplements, relationship tips, cooking oils</p> <p><i>ON THE SHELF: HEART HEALTH</i></p>	<p>March <b>WOMEN'S HEALTH</b></p> <p><b>We're talking about:</b> top women's supplements, inspirational ladies, beauty hacks for busy moms</p> <p><i>ON THE SHELF: WOMEN'S HEALTH</i></p>
<p>April <b>MEN'S HEALTH</b></p> <p><b>We're talking about:</b> top men's supplements, cancer-fighting nutrition, skin care for men</p> <p><i>ON THE SHELF: MEN'S HEALTH</i></p>	<p>May/June <b>DETOX</b></p> <p><b>We're talking about:</b> cleansing foods and herbs, gluten-free living, self-care tips</p> <p><i>ON THE SHELF: DETOX HEALTH</i></p>	<p>July/August <b>BRAIN HEALTH</b></p> <p><b>We're talking about:</b> healthy travel essentials, summer beauty, grilling recipes</p> <p><i>ON THE SHELF: BRAIN HEALTH</i></p>
<p>September <b>KIDS' HEALTH</b></p> <p><b>We're talking about:</b> natural remedies for kiddos, prepping for cold and flu season, easy lunches</p> <p><i>ON THE SHELF: KIDS' HEALTH</i></p>	<p>October <b>LONGEVITY</b></p> <p><b>We're talking about:</b> nutrients for longevity, joint health, Thanksgiving recipes</p> <p><i>ON THE SHELF: LONGEVITY</i></p>	<p>November/December <b>IMMUNITY</b></p> <p><b>We're talking about:</b> holiday health habits, natural immune boosters, seasonal superfoods</p> <p><i>ON THE SHELF: IMMUNITY</i></p>

## 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

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.

“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 format, I picked up extra copies for friends.”

—L. Hassey, sage reader

# Deadlines, Rates + Specifications

## ADVERTISING RATES

	1x	6x	9x
<b>Inside position</b>			
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
<b>Cover position</b>			
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
<b>In Store</b> <i>(limited spaces available)</i>	\$2,730		

Includes image and 40 words of text

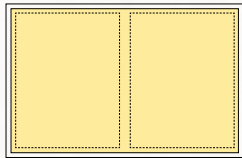
Guaranteed positioning is for consecutive pages, specific spot in magazine, first half of magazine, right/left hand side. Add 10% for guaranteed page positioning. Prices in Canadian dollars.

Email [sage@alive.com](mailto:sage@alive.com) for more information.

## AD DEADLINES

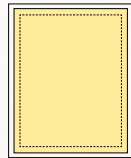
Issue	Ad reservation	Material due
Jan	October 19, 2020	November 2, 2020
Feb	November 16, 2020	December 1, 2020
Mar	December 21, 2020	January 6, 2021
April	January 18, 2021	February 2, 2021
May/June	February 28, 2021	March 8, 2021
July/Aug	April 16, 2021	May 2, 2021
Sept	June 22, 2021	July 8, 2021
Oct	July 16, 2021	August 4, 2021
Nov/Dec	August 24, 2021	September 9, 2021

## SIZING SPECIFICATIONS



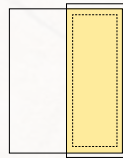
### Double Page Spread

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)*



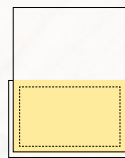
### Full Page

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 sage prior to publication for content and design

Ads accepted via email at [sageart@alive.com](mailto:sageart@alive.com) (files under 10MB). For larger files, please use a web drive service (eg.: Dropbox, Google Drive) or alive's FTP site (<ftp.alive.com> / username: alivemag / password: aliveart).



# EDUCATE. INSPIRE. ENGAGE.

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