

Healthy Living™

THE MAGAZINE FOR LIFE



2012 MEDIA KIT

MARKHAM | RICHMOND HILL | STOUFFVILLE/UXBRIDGE | AURORA/NEWMARKET | VAUGHAN



Only *Healthy Living* targets health conscious readers throughout York Region!

Healthy Living Magazine is distributed at nearly **150 locations frequented by persons interested in a healthy lifestyle.** Our readers choose to pick up the magazine because they are interested in it. Your advertisement is delivered within a powerful editorial framework and becomes part of the information readers are seeking.

Healthy Living Magazine, published quarterly, lasts for months, not hours, and is read over and over by numerous individuals.

Advertising in *Healthy Living Magazine* provides you with an opportunity to reach out to new clients, while reinforcing your position with the ones you already have.

Being associated with a magazine with credible editorial makes good advertising sense.

distribution

- Fitness Centres
- Medical Clinics
- Health Food Stores
- Supermarkets
- Dental Clinics
- Hotels
- Hospitals
- Community Centres
- Chiropractic Clinics
- Libraries
- Pharmacies



➔ **Plan now to advertise in your area or in all of our York Region publications!**

circulation



website

An integral part of our operation is our website that works in conjunction with our magazine. With over 25,000 visits every month, it is a vital component to the advertising programs offered.

Visitors to the website are located in York Region as well as nationally and internationally.

digital edition

We now have over one thousand subscribers to our digital edition of *Healthy Living Magazine*. New subscription requests are received every day.

Healthy Living™

To reserve advertising space:

905.475.5222

Ext. 224 Advertising Sales | Ext. 221 Publisher

- regular features include:
- Seniors
 - Nutrition
 - Fitness
 - Dental
 - Healthy Recipe
 - New and Newsworthy
 - Healthy Home
 - Ask the Experts
 - And more ...

2012 editorial outline

features	deadlines
WINTER <ul style="list-style-type: none"> ▪ 10 Ways to Lose Weight without Dieting ▪ Relationship Stress: Coping with Infertility as a Couple ▪ Concussion and Winter Sports 	Closing Date: Jan. 20 Publication Date: Feb. 15
SPRING <ul style="list-style-type: none"> ▪ Fresh Air Fitness ▪ Kids and Healthy Food Choices ▪ Metabolism Myths 	Closing Date: April 20 Publication Date: May 15
SUMMER <ul style="list-style-type: none"> ▪ The Dirty Dozen: Foods that Should Always be Organic ▪ The Importance of Eating Seasonally ▪ Hearing Loss in Young People 	Closing Date: July 20 Publication Date: Aug. 15
FALL <ul style="list-style-type: none"> ▪ Vitamin D: Why We Need it and How to Get Enough ▪ Know Your Hidden Sugars ▪ Eye Health: The Prevention of Disease 	Closing Date: Oct. 19 Publication Date: Nov. 15

featured writers



CHERYL PATERSTON, columnist and freelance writer, writes about topics such as stress management and other health related issues. She has a B.A. in Psychology, and has researched the area of stress for over ten years.

EARL SALZMAN is a Personal Trainer, music educator, and performer. He's had his own personal training studio in Markham for the past seven years.



SHAWN NISBET is a Registered Holistic Nutritionist, Certified Fitness Consultant and Master Nordic Pole Walking Instructor. Shawn has been involved in the Health Industry for over 30 years.

SAMANTHA KEMP JACKSON is a Toronto-based freelance writer, blogger and communications consultant. A graduate of the University of Toronto, Samantha writes on parenting and women-related topics.



ESTHER GOLDSTEIN, author of the yearly publication *"The Comprehensive Guide to Retirement Living"*, has a bachelor degree in science from the University of Toronto and in Social Work from Ryerson University. Esther is a registered member of the Ontario College of Social Workers and Social Service Workers.

print advertising opportunities

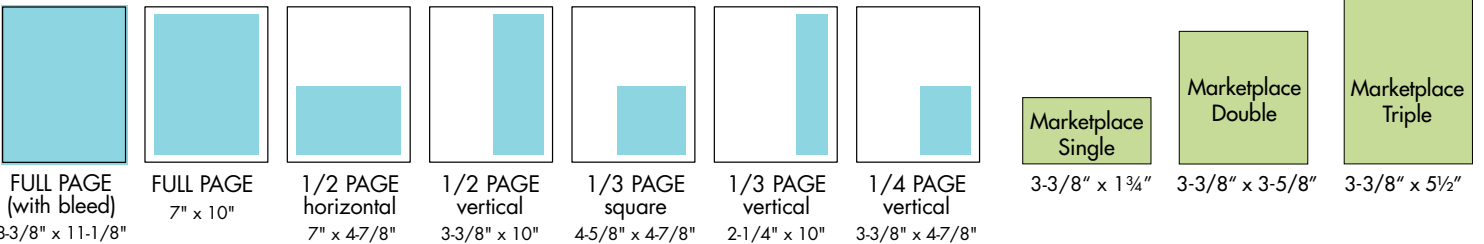
Display Advertising

Cover Position	Markham		Richmond Hill		Stouffville/ Uxbridge		Aurora/ Newmarket		Vaughan		All 5 Regions	
	1x	4x	1x	4x	1x	4x	1x	4x	1x	4x	1x	4x
Outside back	\$5,970	\$4,795	\$3,000	\$2,400	\$3,000	\$2,400	\$3,000	\$2,400	\$3,000	\$2,400	\$9,480	\$7,620
Inside front/back	\$5,540	\$4,640	\$2,800	\$2,240	\$2,800	\$2,240	\$2,800	\$2,240	\$2,800	\$2,240	\$8,920	\$7,200
Inside position												
Full page	\$4,250	\$3,400	\$2,200	\$1,860	\$2,200	\$1,860	\$2,200	\$1,860	\$2,200	\$1,860	\$7,280	\$5,850
1/2 page	\$2,420	\$1,940	\$1,250	\$1,060	\$1,250	\$1,060	\$1,250	\$1,060	\$1,250	\$1,060	\$4,180	\$3,350
1/3 page	\$1,970	\$1,575	\$1,020	\$860	\$1,020	\$860	\$1,020	\$860	\$1,020	\$860	\$3,280	\$2,650
1/4 page	\$1,530	\$1,220	\$790	\$670	\$790	\$670	\$790	\$670	\$790	\$670	\$2,480	\$1,980

Marketplace Advertising

Size	Markham		Richmond Hill		Stouffville/ Uxbridge		Aurora/ Newmarket		Vaughan		All 5 Regions	
	1x	4x	1x	4x	1x	4x	1x	4x	1x	4x	1x	4x
Single	\$350	\$250	\$300	\$220	\$300	\$220	\$300	\$220	\$300	\$220	\$800	\$600
Double	\$495	\$400	\$450	\$330	\$450	\$330	\$450	\$330	\$450	\$330	\$1,200	\$900
Triple	\$695	\$520	\$650	\$480	\$650	\$480	\$650	\$480	\$650	\$480	\$1,500	\$1,200

Magazine trim size: 8-1/8" x 10-7/8"



Advertisements are full colour. Price is per insertion. HST is extra. Subject to change without notice. E + O E.

Ad Submission

Preferred file format: Press-ready PDF (high resolution, CMYK, all fonts embedded, no spot colours).

Other acceptable file formats: .EPS or .TIF files at 300 dpi with all images embedded and fonts as outlines. Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction. Black and white ads must be supplied with a laser proof.

Terms and Conditions

Payment is required with a signed contract prior to ad publication. We accept Visa and MasterCard. Cheque, money order or purchase order acceptable pending credit approval.

Payments are non-refundable; credit will be issued for errors for which the publisher is responsible. The liability of the publisher for any error for which the publisher can be held legally responsible will not exceed the cost of the advertising space.

The publisher reserves the right to suspend or terminate any advertising contract due to non-payment.

Contents of all advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel an advertisement or insertion order, and to insert the word 'advertisement' above or below an ad.

The publisher reserves the right to charge the advertiser for the cost of unforeseen production work at a rate of \$60 per hour; minimum one hour.

The advertiser owns or controls all intellectual property rights to the advertisement and agrees to indemnify and to hold Lenmark Communications Ltd., its agents and assigns, harmless from all liabilities, claims, losses, or damages of any kind arising out of the publication of any advertising submitted to Lenmark.

digital advertising opportunities

Ad Type	Size	Reach	Cost
Web Site Banner	450x100 px	35,000 monthly visits	\$300/month
Web Site Button	180x150 px	35,000 monthly visits	\$500/year

