

A close-up photograph of a person's hands holding a dark, speckled ceramic bowl filled with a vibrant, healthy meal. The person's left hand holds the bowl, while their right hand, with pink manicured nails and a ring, holds a dark fork. The meal is a colorful mix of ingredients: a base of quinoa, topped with chickpeas, a piece of seared salmon, a slice of avocado, a piece of broccoli, a cherry tomato, and a variety of fresh green leafy vegetables. The background is a blurred blue fabric.

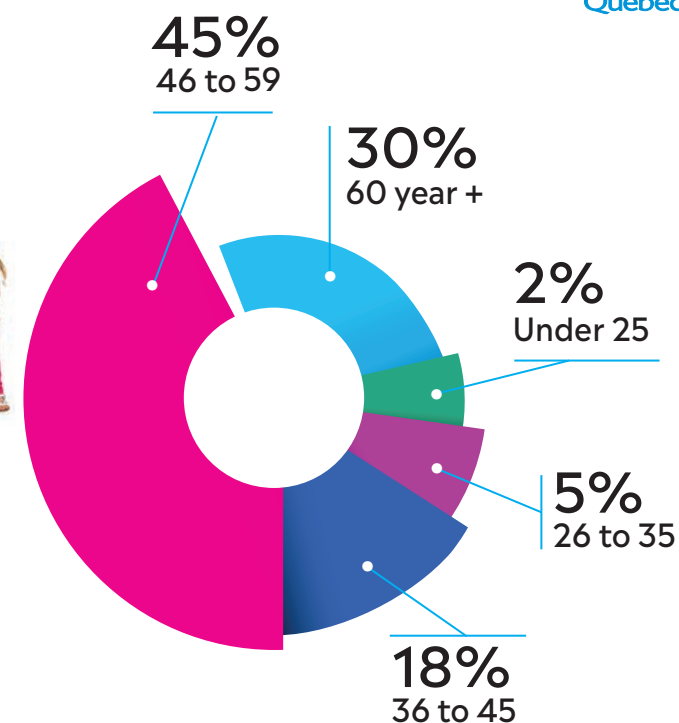
Vitalité
Québec

THE BEST REFERENCE
ON TOTAL HEALTH
SINCE 1995!

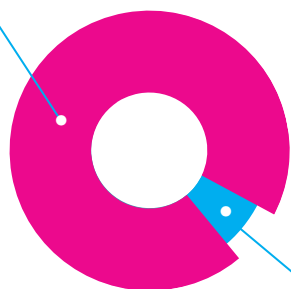
READER PROFILE

OUR READERS WHO ARE THEY?

Vitalité
Québec



Women
90%



Men
10%



74% of our readers wish to receive
our newsletter



We have a loyal **Facebook** community and following:
50% of our survey respondents are from our Facebook fans.

SURVEY SOURCES :

50% of our data obtained through Facebook (mainly millennials)
and 50% by mail (mainly baby boomers)



Marital Status

| | |
|-----------------------|------------|
| • Single | 40% |
| • Married | 33% |
| • Common-law partners | 27% |



Family

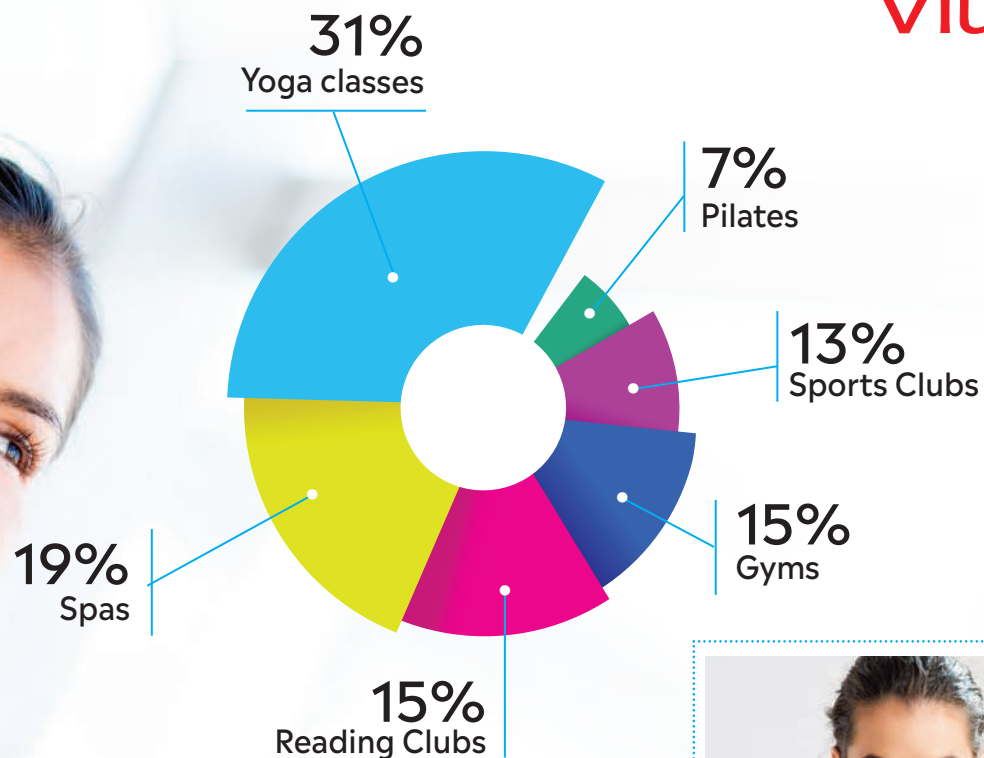
| | |
|-----------------------|------------|
| • No children | 32% |
| • 1 child | 16% |
| • 2 children | 34% |
| • 3 children | 13% |
| • 4 children and more | 5% |

OUR READERS

WHAT DO THEY
ENJOY DOING?

What
are their
favourite
Leisure
activities?

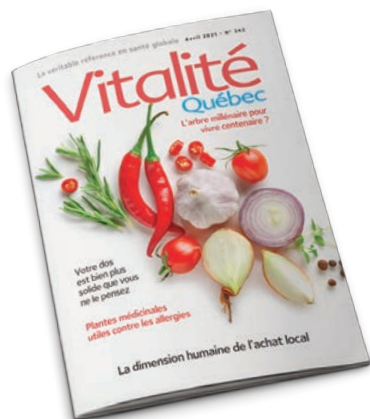
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Do they have
a particular diet?

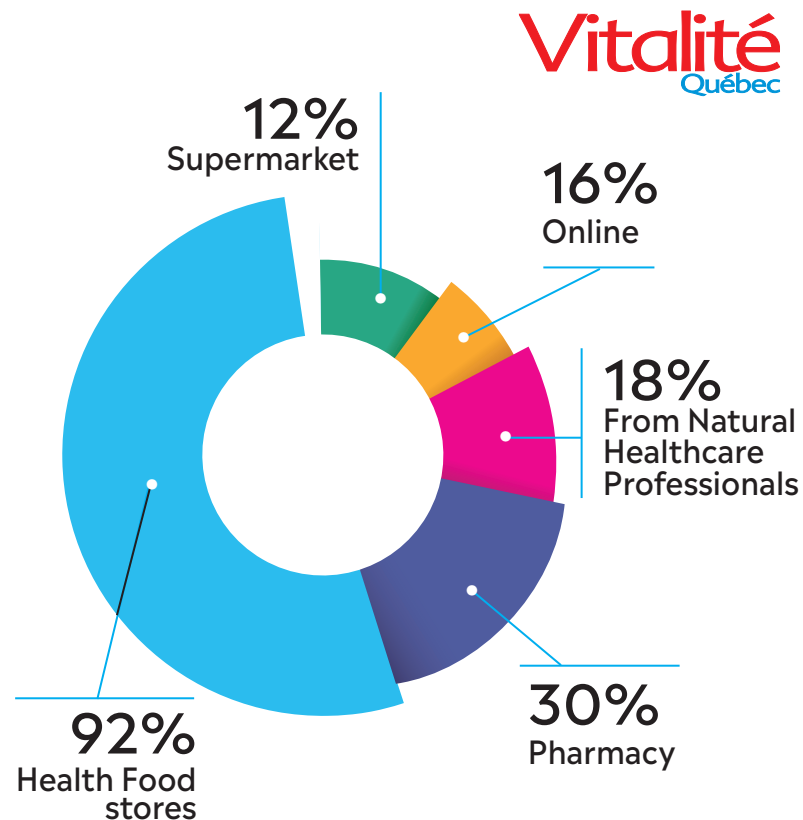
| | |
|---------------|-----|
| • None | 46% |
| • Vegetarian | 21% |
| • Gluten-free | 17% |
| • Vegan | 8% |
| • Paleo | 5% |
| • Sugarless | 3% |

OUR READERS WHERE DO THEY BUY HEALTH FOOD PRODUCTS?



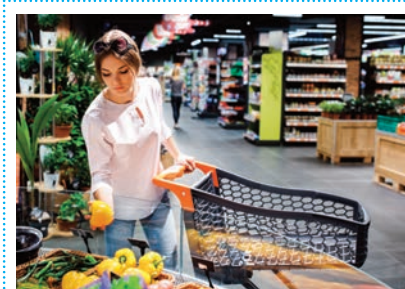
Our readers buy their natural health products mainly at natural health product stores.

92% tell us that *Vitalité Québec* magazine is a useful reference for natural health products and use the information to support their health and wellness.



Consumption

| | |
|-----------------------------|-----|
| • Vitamins | 80% |
| • Sports Nutrition Products | 22% |
| • Meals to Go | 22% |
| • Energy Bar | 34% |
| • Shakes/Smoothies | 49% |



Frequency of consumption

| | |
|-------------------------|-----|
| • Once a day | 41% |
| • Once a week | 17% |
| • A few times per month | 34% |
| • Never | 8% |

OUR READERS LOVE OUR CONTENT!

Vitalité
Québec



Other Topics of interest to our readers

| | |
|----------------------|-----|
| • Beauty | 46% |
| • Home and lifestyle | 45% |
| • Travel | 34% |
| • Sports | 30% |
| • Business | 18% |

READER'S COMMENTS

I love Vitalité Québec so much that I regularly offer my friends annual subscriptions to your magazine.

Lucienne S.

Very nice magazine. I keep the issues as a reference while questioning my naturopath about advertisements or articles.

Annie R.

I find your magazine very informative, I often use it as a reference because I have total confidence in your writers.

Serge B.

I really like your magazine. We find everything. Food, wellness, health.

Lise P.

Very beautiful magazine in color. I give it to my mother who lives in a retirement home, then she gives it to the other residents.

Christyne C.

Every month, I go to get my free Vitalité Québec magazine, I travel several kilometres to go to Place Laurier at the natural health food products store. I read and then the time stops, thank you, thank you.

Hélène C.

Very good well-researched magazine and Josée Fiset's cooking recipes are just wonderful. I look forward to this magazine every month..

Annette L.

Number of people you loan the magazine to

| | |
|------------|-----|
| 1 | 23% |
| 2 | 31% |
| 3 | 18% |
| 4 | 1% |
| 5 and more | 10% |
| none | 17% |

STORES' COMMENTS AND NATURAL HEALTHCARE PROFESSIONALS' COMMENTS

- Very good magazine, appreciated by all our clients
- Very informative magazine with beautiful articles that I share with my patients

OUR MAGAZINE GEOGRAPHIC DISTRIBUTION

**240,000 READERS
AND 40,000 COPIES
PER ISSUE**

**6 READERS
PER COPY**

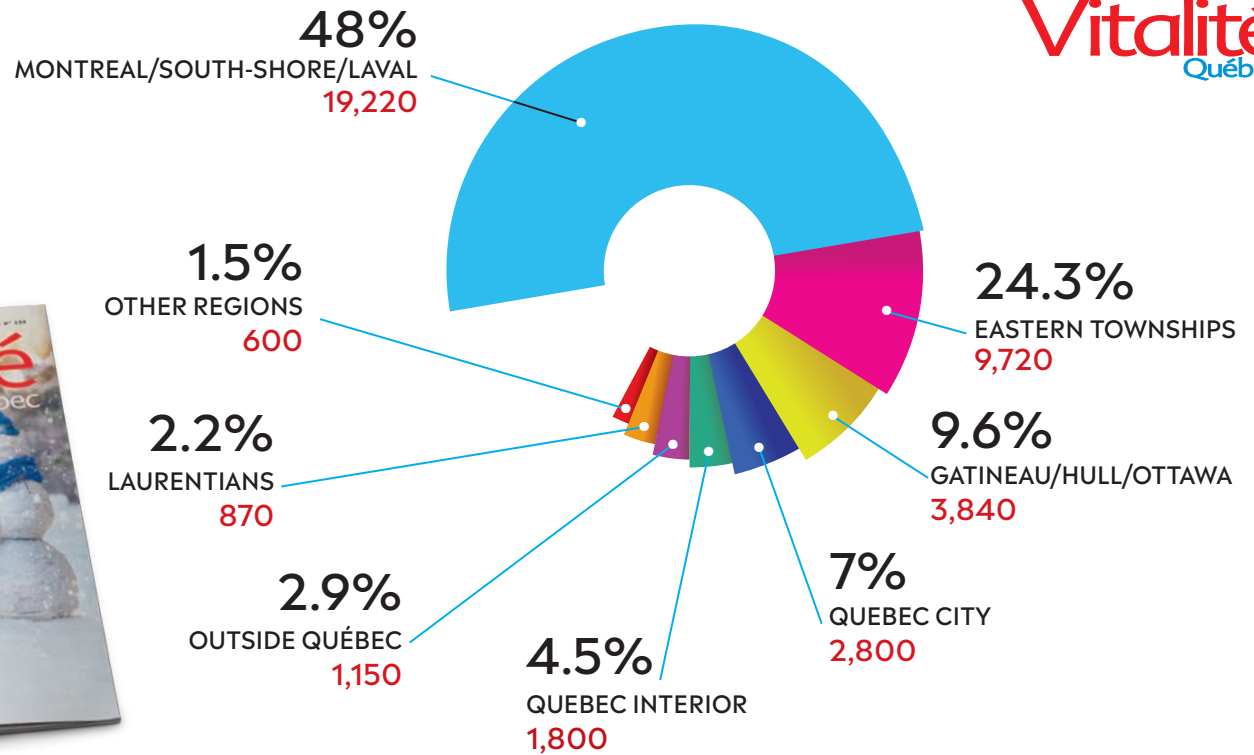


Vitalité Québec services

La Boîte à Grains, Le Naturiste, Avril,
Les Marchés Tau, Coop Alina,
Première Moisson,
Rachelle Béry (épiceries & boutiques),
La Moisson, Sol, La Manne,
Gagné En Santé, Coop d'Alentour,
La Grande Ruche, to name a few.

**2.4 million
readers annually**

Vitalité
Québec



| | | |
|--------------------------|---------------|------------|
| Canada (total) | 40,000 copies | 325 stores |
| Area Distribution | | |
| Western Canada | 125 copies | 5 stores |
| Ontario | 500 copies | 10 stores |
| Quebec | 38,850 copies | 300 stores |
| Maritimes | 525 copies | 10 stores |

LA BOÎTE
à grains

NATURISTE

avril



alina
épicerie santé

RACHELLE-BÉRY

La Moisson
SUPERMARCHÉ SANTÉ

la manne
l'épicerie santé

Gagné
En Santé

COOP
Alentour
Votre épicerie santé

GRANDE RUCHE
ÉPICERIE D'ALIMENTES NATURELS