

THE REAL  
REFERENCE  
ON **global**  
**health**  
SINCE 1995



### Print Advertising

### 4 COLOUR ADVERTISING (NET PRICES)

	1X	4X	7X	10X
Double page spread	\$6,100	\$5,850	\$5,600	\$5,400
Full page	\$3,500	\$3,200	\$3,000	\$2,900
1/2 page horizontal, vertical or island	\$2,250	\$2,040	\$1,910	\$1,850
1/3 page horizontal or vertical	1,650	\$1,500	\$1,410	\$1,350
1/4 page island	\$1,325	\$1,205	\$1,125	\$1,075
1/6 page vertical	\$925	\$ 825	\$775	\$725
1/8 page horizontal	\$825	\$ 725	\$675	\$625
Inside front (IFC) or back (IBC) cover	\$3,950	\$3,575	\$3,350	\$3,200
Outside back cover (OBC)	\$4,200	\$3,800	\$3,600	\$3,500
Gate C-1 (3 pages)	\$9,100	\$8,850	\$8,600	\$8,100

Net prices. Effective since 2015

Bleed : + \$ 100 Special position + 15 % (right hand page etc.)

**Note :** Material must be supplied by the client. Payment in advance is required for new advertisers (first appearance).

**INSERTS AND CLASSIFIEDS :** On request

**PRODUCT REVIEW :** FIXED PRICE \$1,100

**WEB BANNER :** \$500/MONTH - Average of 250 to 550 daily banner views

### Digital Opportunities



**Les Midis Vitalité**

**Live webinar  
during lunch hour**

Live conferences with experts

45 minutes of advice to preserve your vitality and wellness based on different themes (psychology, nutrition, sleep...)

**\$1,000 Sponsorship**



### Calendar

### CLOSING DATES 2022-2023

ISSUE	RESERVATION DATE	MATERIAL DUE DATE	DISTRIBUTION IN STORE
February 2022 # 250	15 December 2021	22 December 2021	25 January 2022
March 2022 # 251	26 January 2022	2 February 2022	22 February 2022
April 2022 # 252	23 February 2022	2 March 2022	22 March 2022
May 2022 # 253	23 March 2022	30 March 2022	19 April 2022
June 2022 # 254	27 April 2022	4 May 2022	25 May 2022
July/Aug 2022 # 255	25 May 2022	1 June 2022	21 June 2022
September 2022 # 256	27 July 2022	3 August 2022	23 August 2022
October 2022 # 257	31 August 2022	7 September 2022	27 September 2022
Nov/Dec 2022 # 258	12 October 2022	19 October 2022	8 November 2022
January 2023 # 259	23 November 2022	30 November 2022	20 December 2022
February 2023 # 260	16 December 2022	23 December 2022	31 January 2023
March 2023 # 261	25 January 2023	1 February 2023	21 February 2023
April 2023 # 262	22 February 2023	1 March 2023	21 March 2023
May 2023 # 263	22 March 2023	29 March 2023	18 April 2023
June 2023 # 264	26 April 2023	3 May 2023	23 May 2023
July/Aug 2023 # 265	24 May 2023	31 May 2023	20 June 2023
September 2023 # 266	26 July 2023	2 August 2023	22 August 2023
October 2023 # 267	30 August 2023	6 September 2023	26 September 2023
Nov/Dec 2023 # 268	18 October 2023	25 October 2023	14 November 2023
January 2024 # 269	22 November 2023	29 November 2023	19 December 2023
February 2024 # 270	16 December 2023	23 December 2023	24 January 2024

40,000 copies | 325 health stores across Canada | 6 readers per copy | 10 times per year published since 1995 | Canada's premier French language health magazine!

### ADVERTISING CONTACTS

#### MONTREAL, QC

#### HEAD OFFICE

Pierre Martineau  
514 726-9772  
pmartineau@vitalitequebec-magazine.com

#### TORONTO, ON

Cathy Chatterton  
416 253-7504  
cathy chatterton@outlook.com

#### VANCOUVER, BC

Benita Jekubik  
604 328-0444  
benita@yellowdog.ca

#### ART DIRECTION AND GRAPHIC PRODUCTION

Bernard Lamy  
514 386-1935  
blamy842@gmail.com

vitalitequebec-magazine.com

