

THE REAL REFERENCE ON **global health**



SINCE 1995

Canada's premier French language health magazine!



### 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



**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 2024-2025

ISSUE	RESERVATION DATE	MATERIAL DUE DATE	DISTRIBUTION IN STORE
Nov./Dec. 2023 # 268	18 October 2023	25 October 2023	21 November 2023
January 2024 # 269	15 November 2023	22 November 2023	19 December 2023
February 2024 # 270	15 December 2023	22 December 2023	23 January 2024
March 2024 # 271	24 January 2024	31 January 2024	27 February 2024
April 2024 # 272	21 February 2024	28 February 2024	26 March 2024
May 2024 # 273	20 March 2024	27 March 2024	23 April 2024
June 2024 # 274	24 April 2024	1 <sup>st</sup> May 2024	28 May 2024
July/Aug 2024 # 275	22 May 2024	29 May 2024	25 June 2024
September 2024 # 276	24 July 2024	31 July 2024	27 August 2024
October 2024 # 277	21 August 2024	28 August 2024	24 September 2024
Nov./Dec. 2024 # 278	16 October 2024	23 October 2024	19 November 2024
January 2025 # 279	13 November 2024	20 November 2024	17 December 2024
February 2025 # 280	13 December 2024	20 December 2024	28 January 2025
March 2025 # 281	22 January 2025	29 January 2025	25 February 2025
April 2025 # 282	19 February 2025	26 February 2025	25 March 2025
May 2025 # 283	19 March 2025	26 March 2025	22 April 2025
June 2025 # 284	23 April 2025	30 April 2025	27 May 2025
July/Aug 2025 # 285	21 May 2025	28 May 2025	25 June 2025
September 2025 # 286	23 July 2025	30 July 2025	26 August 2025
October 2025 # 287	20 August 2025	27 August 2025	23 September 2025
Nov./Dec. 2025 # 288	15 October 2025	22 October 2025	18 November 2025
January 2026 # 289	19 November 2025	26 November 2025	23 December 2025

### ADVERTISING CONTACTS

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40,000 copies 325 health stores across Canada  
 6 readers per copy 10 times per year