IMPACT
MAGAZINE

Canada's Best Source of Health & Fitness Information

CALGARY • VANCOUVER • TORONTO • DIGITAL

Tish Duffy – One of IMPACT Magazine's Canada's Top Fitness Trainers/Instructors 2018/19

2020 Media Kit

Engaging. Inspiring. Transforming.

GRAHAM MCKERRELL

30 YEARS
RUNNING STRONG

Check for **COVID-19** Related Updates

IMPACT
MAGAZINE

Our Story

IMPACT Magazine has been providing Canadians with expert advice on health, fitness, and sports performance since the fall of 1991. Now in its 29th year, IMPACT is one of the longest-standing, independently owned, and most trusted magazine brands in Canada.

From the beginning, athletes ranging from Olympians to weekend warriors have turned to IMPACT for advice and information they can trust and use to pursue their own fitness journeys.

As a former fitness industry professional, publisher Elaine Kupser wanted to share relevant and credible information on health and fitness while also providing a venue for experts and business owners to showcase their expertise and brands. Despite the burgeoning fitness industry, in the early 1990s, Canada did not have any health or fitness magazines on the market. Kupser led the way in this sector of publishing. IMPACT Magazine began in Calgary, Alberta with just a $5,000 investment and a dream and has now built a national network that highlights inspiring athlete stories, offers reputable content, and presents a credible platform where brands can confidently promote themselves.

Over the years, IMPACT has grown and expanded its reach into Vancouver and Toronto – and beyond. The company has created a reputation of integrity and reliability and developed fiercely loyal readers. Its community involvement program has supported hundreds of events, races and athletes over the years making IMPACT a well-known and loved brand.

Today IMPACT is available to readers worldwide through its digital platforms and online presence, but is still proudly Canadian. More than 250,000 people read each issue of IMPACT.

IMPACT
MAGAZINE

Our Brand

At IMPACT Magazine, we are passionate about health, fitness, nutrition and sport performance. We've invested 29 years in inspiring and motivating readers to forge ahead on their own fitness journeys while creating a trusted brand with a loyal readership for our advertisers. Using the top experts in their fields, our stories inform and entertain readers, providing the knowledge they need to inspire an active lifestyle.

Key Facts

SIX ISSUES PER YEAR, FREELY DISTRIBUTED BI-MONTHLY

30,000 copies in Calgary
30,000 copies in Vancouver
Digital Edition in Toronto
With 100% pick-up each issue.

ONLINE

12,800+ digital subscribers
With 22% open rate.

TARGETED DISTRIBUTION TO MAXIMIZE REACH

1,500+ retail locations
Related to the health and fitness industry.

300+ events per year
Supporting local, running, triathlon, cycling & fitness communities.

IMPACT MAGAZINE

Our Demographics

Who reads IMPACT Magazine?

IMPACT readers are highly educated, have generous household incomes and are active in several sports. Our readers are loyal to our brand with **49%** reading the magazine for 10 or more years.

OUR READERS ARE...

68% Female, 32% Male

AGES

25 – 34 (**21%**); 34 – 44 (**31%**); 45 – 54 (**27%**); 55 – 64 (**17%**); Below 25 or over 65 (**4%**)

EDUCATION

62% Bachelor's degree or higher

HOUSEHOLD INCOME

58% 100K and over

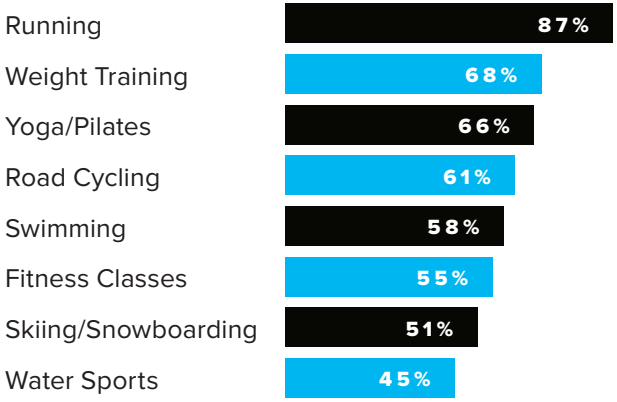
SPENDING HABITS

- **83%** Use natural health products (vitamins, supplements)
- **80%** Own one property
- **79%** Use sport supplement products
- **75%** Purchase at least two pairs of running shoes/year
- **70%** Shop at health food stores
- **45%** Spend over $1,500 on travel/year
- **45%** Spend over $500 on fitness apparel/gear per year
- **28%** Are considering buying a new vehicle within a year
- **20%** Are considering buying a new home within a year

I am a three-time Olympian (retired now) and am proud of this Canadian magazine. I appreciate what you are doing with the sport community!

- **VERONIKA BAUER** (Canadian Freestyle Skiier)

SPORT / ACTIVITY PARTICIPATION



IMPACT
MAGAZINE

100% Plant-based

IMPACT Magazine is proud to only feature 100% plant-based food and nutrition content. With the help of our expert contributors, and solid research-based, responsible editorial, we believe presenting the healthiest options for our readers is the most powerful pathway to good health, improved fitness, recovery, sports performance as well as sustainability.

Our Food & Nutrition section has become one of our most highly-read, and interactive departments both in print and online, and who doesn't want a little extra flavour, inspiration and great food in their life?

Every issue, IMPACT presents ways to incorporate a whole-foods, plant-based diet in a positive, educational and delicious format - with the utmost integrity. We believe that the science speaks for itself and is hard to ignore. The top experts in their fields are among our nutrition contributors, and our vegan foodies are the best!

Athletes who have switched to a plant-based diet have experienced improved results in training, competition and recovery, and a plant-based diet has been linked to lower risk of obesity and chronic disease.

We are passionate about food and we're serious about our readers' health. And we have great recipes.

IMPACT
MAGAZINE

In Every Issue of IMPACT

COVER FEATURES

Read inspirational stories on elite athletes from Olympic ice skater Tessa Virtue to athlete and adventure photographer Paul Zizka. What motivates them and what can they teach us?

RUNNING

Our readers love to run and every issue includes stories on both road and trail running, ranging from technical running tips to training plans. Advice from top experts, trainers and coaches.

FITNESS

From the benefits of weight training and boxing, to advice on spin classes and bootcamps, we've got your fitness needs covered.

WORKOUTS

Every issue you can rely on workouts from Canada's top trainers and instructors with step-by-step instructions to deliver real fitness results.

PLANT-BASED NUTRITION

Expert advice from top plant-based nutritionists on healthy eating habits, supplements, and foods to support your athletic performance.

RECIPES

Delicious plant-based recipes from top chefs and food bloggers around the world. Food even non-vegans will love.

SPORTS MEDICINE

Cutting edge news from the world of sports medicine. Top doctors share their knowledge on new therapies and strategies for injury prevention and treatment.

GEAR & APPAREL

The latest, most stylish gear around. Running and trail shoe reviews, gym fashion, yoga wear, outerwear and running apparel to make you look and feel great.

ATHLETES WITH IMPACT

These inspiring athletes have faced significant physical or mental challenges and come out stronger than ever.

TRAVEL

The best places to visit for an active vacation. From exotic to local, our travel stories will inspire you to step into a new adventure.

HEALTH & WELLNESS

Top experts from around the world share advice on how to maintain your mental and physical health and maximize your wellness. Based on the latest studies and news from the world of sports.

Have an Editorial Suggestion?

Contact **Brenda Drew, Editor** at 403.228.0605 or editor@impactmagazine.ca.

IMPACT
MAGAZINE

2020 Editorial Calendar

Check for COVID-19 Related Updates

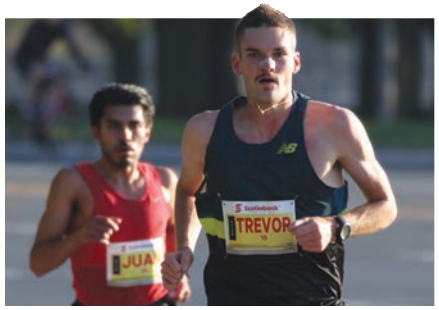
INSPIRATION

JANUARY/FEBRUARY 2020

- **Canada's Top Fitness Trainers**
- Inspirational workouts for the new year

Plus: Stretching vs warming up; What to eat before and after working out; Activewear that glows

RUNNING



MARCH/APRIL 2020

- Canadian Marathon Champion Trevor Hofbauer
- Training plans to run your best race
- RACE SOURCE GUIDE 2020 event calendar

Plus: Running shoe review; Technical running tips from A – Z; Running gear to make you look cool

SPECIAL EDITION

BEST OF FOOD & NUTRITION 2020

- 200+ pages of 100% plant-based content
- Learn new kitchen skills and expert nutrition tips and advice
- Create delicious and healthy recipes

SPECIAL EDITION

SUMMER 2020

- The business of fitness during COVID-19
- A change of course for the race industry
- Alannah Yip: future Canadian Olympic climber
- 2020 Trail running shoe review

HEALTH

FALL 2020

- Taking care of our mental health
- Health and fitness industry innovations
- The health advantages of plant-based eating
- Health and fitness in our homes

OUTDOOR & HOLIDAY

WINTER 2020

- Top winter staycations for an active lifestyle
- Winter gear and fashion for outdoor adventures
- Staying healthy and fit over the winter months
- Holiday eating and recipes

IMPACT MAGAZINE

2020 Upcoming Advertising Features

Check for COVID-19 Related Updates

FALL 2020

TOP DOCTORS & MEDICAL CHAMPIONS

A look at the top doctors and medical industry professionals who go above and beyond the call of duty to give extraordinary care. This print and online feature gives readers the answers and confidence to make informed decisions about their health.

Plus: How has your practice changed since COVID-19?

- Share how you have adapted to delivering healthcare to patients in the safest environment.

WINTER 2020

HOLIDAY GIFT GUIDE & ACTIVE WINTER GETAWAYS

Showcase your best health and fitness products/services to give readers some holiday shopping ideas. Also, don't miss this chance to promote your active winter getaway destination!

IMPACT MAGAZINE

Print Advertising

Rates

Advertising rates for IMPACT Magazine are based on distribution and ad frequency. All print advertising is automatically included in the digital edition at no additional cost.

TERMS & CONDITIONS

- Rates are for printed advertising space on a per-issue basis.
- VISA, MasterCard and e-Transfer accepted; GST additional.
- All advertising must be prepaid by creative due date unless advertiser or agency has established previous credit prior to printing.
- Credit terms are net 30 days from date of invoice. Past due accounts will forfeit frequency discounts and are subject to an additional service charge of 2% per month (24% per annum).
- No cancellations accepted after creative due date.
- 15% discount available for non-profit organizations.

MECHANICAL CONDITIONS

- Advertising must be supplied by client to IMPACT Magazine specifications (see next page).
- Rates for professional advertising design are available upon request.
- Position of advertising is at the discretion of IMPACT Magazine, except when guaranteed by contract. The Publisher reserves the right to refuse any advertisement deemed objectionable or inappropriate.
- Advertisers assume liability for contents of all advertisements printed.
- **Custom campaign options include:** bind-ins, sampling, tip-ons, blow-ins, special sections and more.

	ADVERTISE IN **1 CITY** Choose: Calgary or Vancouver			ADVERTISE IN **2 CITIES** Both: Calgary and Vancouver		
NUMBER OF ISSUES	**1X**	**3X**	**6X**	**1X**	**3X**	**6X**
Full Page	3,225	2,875	2,525	5,975	5,325	4,675
1/2 Page	2,500	2,250	1,950	4,625	4,125	3,575
1/3 Page	1,750	1,525	1,275	3,255	2,750	2,350
Community Ad (1/4 Page)	625	N/A	N/A	N/A	N/A	N/A
PREMIUM POSITIONS	**1X**	**3X**	**6X**	**1X**	**3X**	**6X**
Outside Back Cover	4,075	3,675	3,225	6,775	6,425	6,000
Inside Front or Back Cover	3,575	3,225	2,875	6,425	5,975	5,325
Double Page Spread	6,150	5,475	4,800	11,350	10,000	8,875
Circulation Per Issue	30,000 Copies			60,000 Copies		
Reach Per Issue	84,000 Readers			168,000 Readers		
Annual Circulation	180,000			360,000		
DIGITAL EDITION ONLY	1,500 per issue (Note: Print ads included for no additional cost)					

Check for COVID-19 Related Updates

IMPACT MAGAZINE

Print Specifications

General Guidelines

FILE PREPARATION

- Place crop and printer marks outside the bleed area.
- Avoid using 4 colour black for body text.
- Ads requiring changes must be sent as packaged InDesign files with all fonts/images included.
- All special photography, scanning, cropping, retouching, illustrations, typesetting and design will incur production charges.
- Final proofing is the responsibility of the advertiser.

ACCEPTED FILE FORMATS

- Adobe .PDF (X1-A preferred) with bleed and trim marks.
- Raster/Photoshop TIFF or EPS with embedded fonts.
- Vector/Illustrator .EPS or .AI with text turned to outlines.

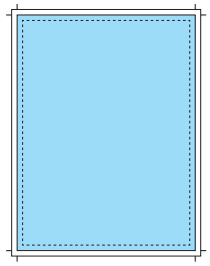
FILE SUBMISSION

Files should be submitted at 300 DPI and in CMYK colour. Pantone colours are not accepted and may cause issues during conversion if used with transparency.

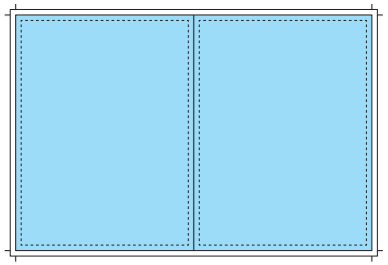
- **Files under 10mb:** Email directly to design@impactmagazine.ca.
- **Files over 10mb:** Upload and send using WeTransfer/ Dropbox to design@impactmagazine.ca.

QUESTIONS?

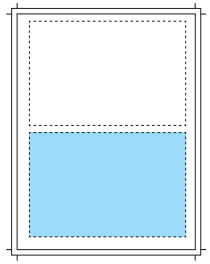
Contact **Logan Johnson, Art Director** at 403.228.0605 or design@impactmagazine.ca.



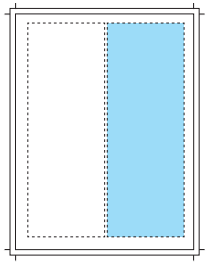
Full Page
Trim: 8.125” x 10.75”
Bleed: 8.625” x 11.25”
Live Area: 7.125” x 9.75”



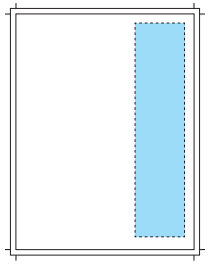
Double Page Spread
Trim: 16.25” x 10.75”
Bleed: 16.75” x 11.25”
Live Area: 15.75” x 10.25”



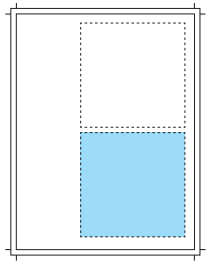
Horizontal 1/2 Page
Trim: 7.125” x 4.75”
Bleed: N/A
Live Area: N/A



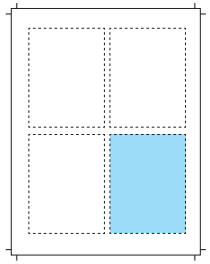
Vertical 1/2 Page
Trim: 3.5” x 9.75”
Bleed: N/A
Live Area: N/A



Vertical 1/3 Page
Trim: 2.25” x 9.75”
Bleed: N/A
Live Area: N/A



Square 1/3 Page
Trim: 4.75” x 4.75”
Bleed: N/A
Live Area: N/A



Community 1/4 Page
Trim: 3.4375” x 4.5”
Bleed: N/A
Live Area: N/A

IMPACT MAGAZINE

Website Advertising

Expand Your IMPACT Online

impactmagazine.ca offers engaging content including news, editorial features, workouts, delicious recipes and running, cycling and swim training plans.

LEADERBOARD & BOX BANNER ADS

Our site offers responsive sizing and a shared ad pool that only rotates with the initial page load.

STORY SPONSORSHIP

Individual IMPACT Magazine stories can also be sponsored with banner ads and video at the bottom of the article to promote your brand.

ADVERTISING TYPE	RATE
A Leaderboard Ad	800/month
728 x 90 pixels (responsive to 320 x 50 pixels for mobile)	
B Box Ad	800/month
300 x 250 pixels	
C Story Sponsorship	750
600 x 200 pixel banner + embedded video	

STATISTICS (MONTHLY AVERAGE 2019-20)

USERS
8,597

PAGEVIEWS
27,099

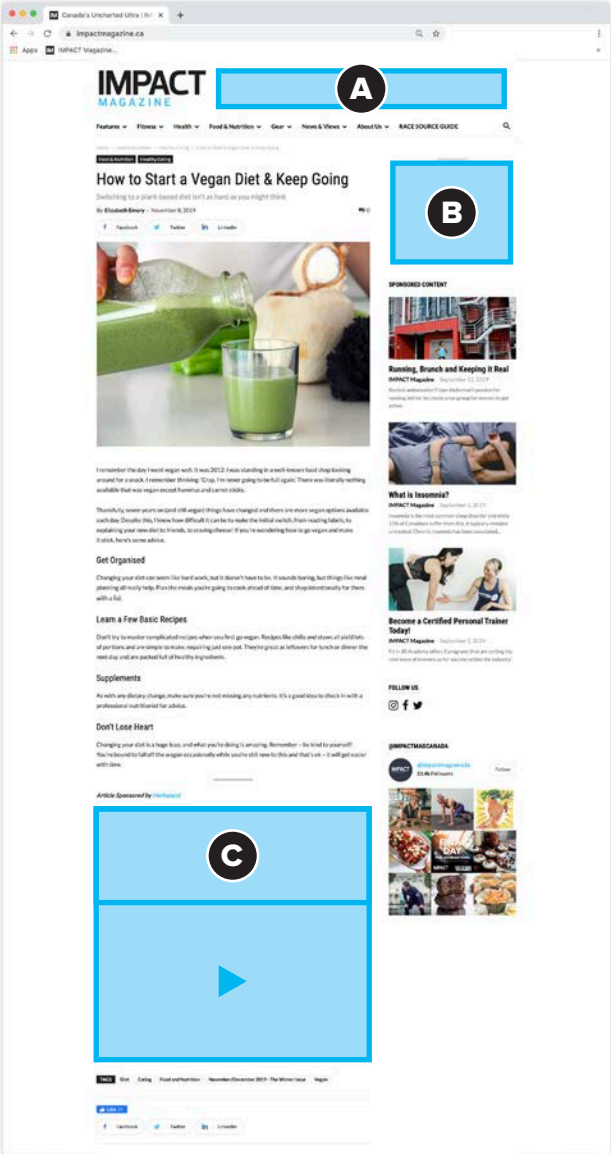
SESSIONS
10,915

PAGE VISITS
2.48

DEVICE TRAFFIC

51% desktop; 49% mobile

DATA SOURCE: Google Analytics August 2020. Ad Manager 2.1% CTR.



PACKAGE IT UP!

Let us customize your campaign with print, digital, newsletter and social!

IMPACT MAGAZINE

Sponsored Content

Share your story with IMPACT readers through a sponsored content page in print, digital or on impactmagazine.ca.

HOW IT WORKS

You can either write the story yourself or IMPACT can provide editorial services to help you craft a professional final product. Once written, our creative team will incorporate the article into an inspiring format that engages readers.

Print edition sponsored content pieces can be up to 325 words with 1-2 photos and your logo.

Sponsored content pieces on IMPACT's website can also incorporate video, as well as additional photos, logos and graphics. And, there is no restriction on word count for your story online!

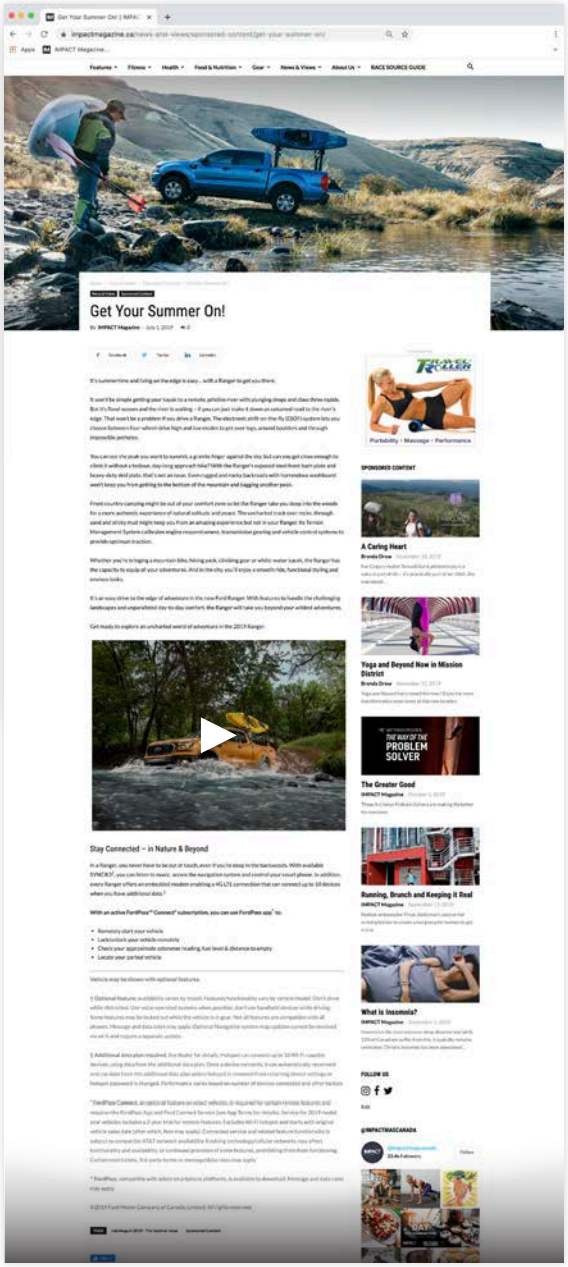
Your sponsored content article will also appear once in IMPACT Magazine's weekly e-newsletter.

PRINT RATES	
Cost of full page print ad (see page 9)	

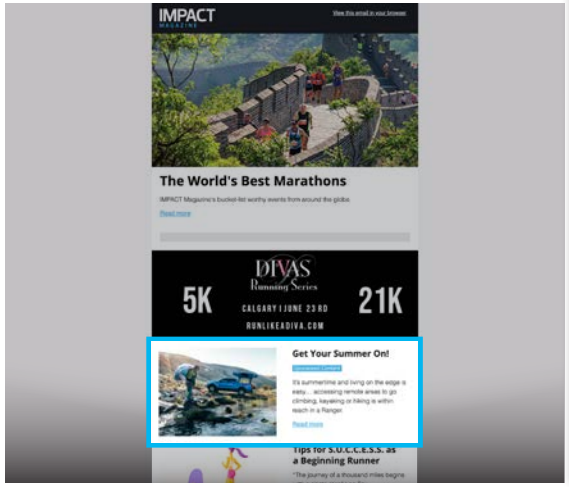
ONLINE RATES	
Supplied Content	1,500
Your text, images and/or video	
IMPACT Produced	3,000
Custom written text + your images and/or video	

PRINT

ONLINE



EMAIL



IMPACT MAGAZINE

Social Media & E-Newsletters

Top-Of-Mind Presence

SOCIAL MEDIA

Join IMPACT's health and fitness community on social media and boost your content to our followers on Facebook.

@IMPACTMAGCANADA

22,900+

/IMPACTMAG

8,300+

@IMPACTMAG

5,500+

RATES	
A Boosted Facebook Post	100 + Boost Budget
Your text, images and/or video	
Online Contest	500 + Prize
Note: Custom designed contest packages are available to print advertisers only	

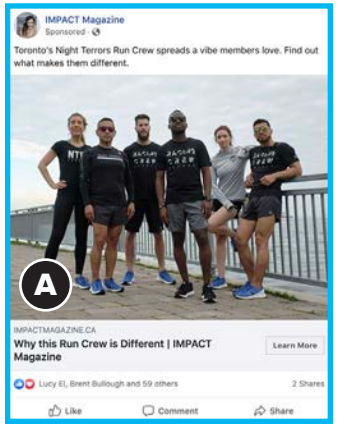
DATA SOURCE: MailChimp and social media platforms, August 2020.

WEEKLY E-NEWSLETTER

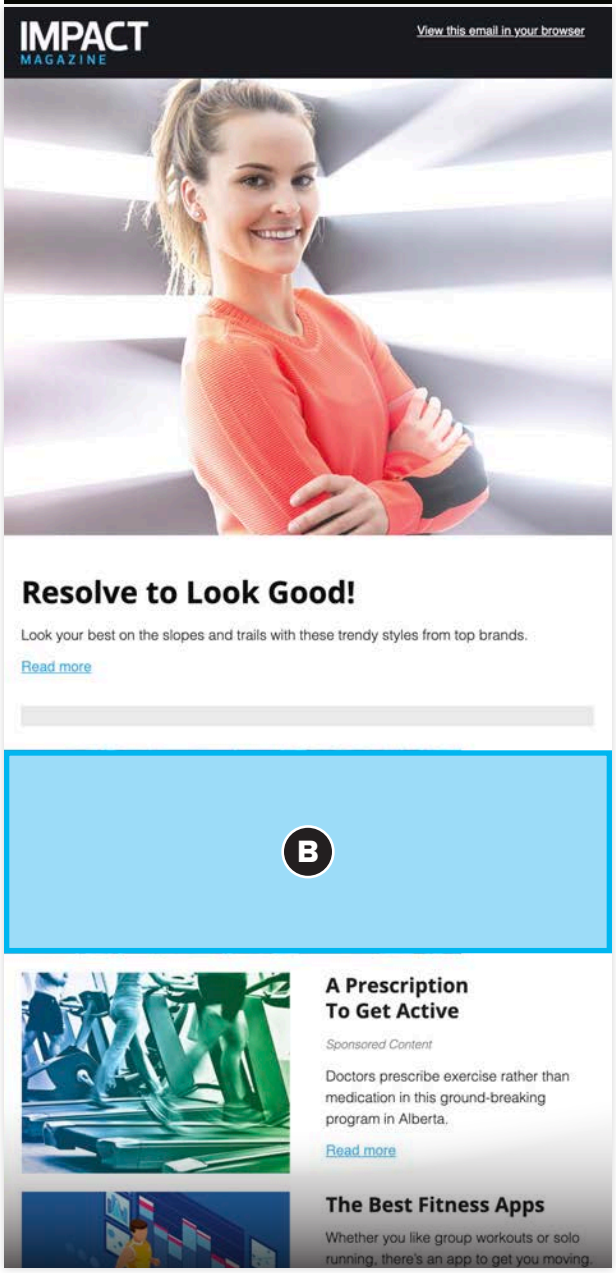
12,800+ subscribers (22% open rate)

Sent out every Friday, the IMPACT E-Newsletter averages a 22% open rate and is a trusted resource for news, editorial features, product reviews and amazing contest opportunities.

RATES	
B E-Newsletter Banner	200/each
600 x 200 pixels	
Dedicated Email	500/each
Note: Dedicated emails are available to print advertisers only	



E-NEWSLETTER



IMPACT
MAGAZINE

Custom Publishing

29 Years of Publishing Expertise

Producing custom publications in-house can be a very time-consuming process for events and consumer brands. From concept to content, editing, photography, design, print and delivery, IMPACT Productions Inc. does it all... for less.

Partner with IMPACT and our creative management team will work with you to strategically construct a high quality publication, designed to educate your clients and consumers and meet your communication needs.

Your publication can be produced as a stand-alone piece and/or can be inserted into 30,000 – 60,000 editions of IMPACT Magazine. Overruns can also be provided for your own usage and distribution.

CUSTOM, QUALITY PUBLICATIONS, IDEAL FOR...

- Marketing and sales tools
- Consumer events and trade shows
- Showcasing your company
- Communication and fulfillment needs

CONTACT US TO LEARN MORE

Elaine Kupser, Publisher
elaine@impactmagazine.ca
403.228.0605 ext 11